

2009 Business Social Media Benchmarking Study

**General Summary Report Based on Insights into
Business Social Media Usage Provided by Nearly
3,000 North American Business Professionals**

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2009 Business Social Media Benchmarking Study

Contents

List of Figures..... 2

Introduction 3

 Referencing this Study 3

Beyond Chatting with Friends: Social Media as a Business Resource 5

 Who Uses Social Media as a Resource for Business Information? 5

 Most Popular Social Media Resources for Business 8

 Most Useful Social Media Resources for Business..... 10

Current State of Corporate Social Media Initiatives 13

 Respondent and Company Experience with Business Social Media..... 13

 Top Corporate Social Media Activities 15

 How Companies Judge Social Media Success..... 18

 Initiative Detail: Managing Business Profiles on Social Media Sites..... 21

 Initiative Detail: Participating in Q&A Sites..... 24

 Initiative Detail: Using Social Media Monitoring Tools 27

 Initiative Detail: Sharing Business Content on Social Media Sites 30

 Initiative Detail: Business Content Bookmarking on Social Media Sites..... 33

Additional Reports Based on this Research 36

 2009 Business Social Media Benchmarking Study..... 36

 2009 B2B Social Media Benchmarking Study..... 36

 Upcoming Reports..... 36

About the Study..... 37

Contact 42

More Resources from Business.com... 43

RESEARCH REPORT

List of Figures

Figure 1: Use of Social Media as a Business Information Resource by Job Level	5
Figure 2: Use of Social Media as a Business Information Resource by Job Role	6
Figure 3: Use of Social Media as a Business Information Resource by Company Size	7
Figure 4: Use of Social Media as a Business Information Resource by Industry	8
Figure 5: Most Popular Social Media Resources for Business Information.....	9
Figure 6: Number of Different Social Media Sites/Resources Used for Business Information	10
Figure 7: Usefulness of Different Social Media for Business Information.....	11
Figure 8: % of Work Time Spent Managing or Involved with Company Social Media Initiatives	13
Figure 9: Experience with Business Social Media For Those Currently Involved with Business Social Media Initiatives.....	14
Figure 10: Company Experience with Social Media	14
Figure 11: Most Popular Business Social Media Initiatives	15
Figure 12: Company Department Driving Social Media Initiatives.....	16
Figure 13: Number of Different Business Social Media Initiatives Planned, in Development or Currently Running	16
Figure 14: Top Social Media Success Metrics.....	18
Figure 15: Ability to See Impact of Social Media Initiatives on Success Metrics.....	19
Figure 16: Ability to See Impact of Social Media Initiatives on Success Metrics by Company Experience with Social Media	20
Figure 17: Top Social Media Sites on Which Companies Maintain Business Profiles	21
Figure 18: Ability to See Business Impact of Profiles on Social Media Sites	22
Figure 19: Net Promoter Scores for Business Profiles on Select Sites	23
Figure 20: Top Q&A Sites on Which Companies Participate.....	24
Figure 21: Ability to See Business Impact of Participating on Q&A Sites.....	25
Figure 22: Net Promoter Score for Participating in Q&A on Select Sites	26
Figure 23: Most Popular Tools for Monitoring Online Conversations	27
Figure 24: Ability to See Business Impact of Online Conversation Monitoring Tools.....	28
Figure 25: Net Promoter Score for Select Social Media Monitoring Tools	29
Figure 26: Top Sites to Which Companies Upload Content	30
Figure 27: Ability to See Business Impact of Content Sharing on Select Sites	31
Figure 28: Net Promoter Score for Select Content Sharing Sites	32
Figure 29: Top Sites Companies Use for Social Bookmarking.....	33
Figure 30: Ability to See Business Impact of Social Bookmarking on Select Sites	34
Figure 31: Net Promoter Score for Select Social Bookmarking Sites.....	35
Figure 32: Study Participants by Company Size	37
Figure 33: Study Participants by Industry	38
Figure 34: Study Participants by Job Role.....	38
Figure 35: Study Participants by Job Level.....	39
Figure 36: Study Participants by Company Product / Service Focus	39
Figure 37: Study Participants by Company Type (B2C, B2B or Mixed)	40
Figure 38: Study Participants by Primary Customer Location	40
Figure 39: Study Participants by Company Potential Customer Count	41
Figure 40: Study Participants by Company Average Sales Cycle	41

Introduction

The interesting question about business use of social media is rapidly shifting from one of adoption – whether companies actually using various social media channels to build brands, promote products or services, engage with customers and more – to one of utilization focused on understanding how businesses, and business people, are taking advantage of these new media. Mounting research, including the fact that 46% of US adults now participate in social networks, and a quarter do so weekly¹, make it increasingly difficult to pigeon-hole social media as something relevant to only specific demographic groups or personal vs. work lives. Social media is here to stay, and marketers need all the help they can get understanding this new communication channel.

Business.com's **2009 Business Social Media Benchmarking Study** was designed to assess current trends in the use of social media in North American businesses. Based on 2,948 valid responses to our online *Business Social Media Benchmarking Survey* during August and early September, 2009, the results provide a very useful benchmark for where businesses, and business people, are finding value in social media across different activities and sites. The study was focused on social media utilization – how people and companies are using social media in a work context today – and not on adoption. All study participants currently used social media in their day-to-day jobs as a resource for business-relevant information and/or worked for a company currently managing, developing or planning social media initiatives.

This report is organized into two sections. The first covers how business people utilize social media today to find business-relevant information, similar to how they might use search engines or talk with peers and colleagues. This is clearly an area of particular interest to business-to-business (B2B) marketers but establishing clear benchmarks in this area has much larger ramifications at a time where, according to a recent study by Robert Half International², 54% of companies ban two of the most popular social media sites for business, Facebook and Twitter and only 10% of the 1,400 CIOs surveyed indicated that they give employees full access to social networks at work. This knee-jerk concern about squandering work time on personal issues has been seen many times before (telephones, cell phones, Internet, e-mail, etc.) and establishing the business value in social media can help companies placing themselves in the position of attempting to understand and utilize this new communication channel without the ability to actually use it at work.

The second section covers corporate social media initiatives, benchmarking experience with social media for business (both respondent and company), top social media activities and how companies judge social media success today. We also took a more in-depth look at five areas of business social media activity – business profiles on social media sites, participating in question-and-answer sites/forums (Q&A), social media monitoring, content sharing and initiatives on business results and how likely respondents are to recommend using specific sites for business purposes to a friend or colleague (the [Net Promoter Score](#), a loyalty metric originally developed by Satmetrix, Bain & Company, and Fred Reichheld).

Referencing this Study

A good benchmarking study should generate significant discussion and debate, and we hope that many of you will discuss one or more insights from this study in your own blog, web site,

¹Lenhart, Amanda. The Democratization of Online Social Networks. Pew Internet & American Life Project, October 8, 2009, <http://www.pewinternet.org/Presentations/2009/41--The-Democratization-of-Online-Social-Networks.aspx>.

²Gaudin, Sharon. Study: 54% of Companies Ban Facebook, Twitter at Work. October 6, 2009. Computerworld. http://www.computerworld.com/s/article/9139020/Study_54_of_companies_ban_Facebook_Twitter_at_work

publication, conference presentation and/or in other forums. Since this research took considerable time and effort to produce – it is, after all, the largest study of business social media use within North American companies to date – we have two simple requests:

1. **When making use of any of the statistics or charts in this report, please include the following reference:**

Source: Business.com's 2009 Business Social Media Benchmarking Study
(<http://www.business.com/info/business-social-media-benchmark-study>)

2. **Provide your readers with a link to the page on the Business.com site where they can download their own copy of the report.** Do not link to your own copy of the PDF stored on your own web site or other content sharing sites like SlideShare. While we understand the spirit of open content, the brief registration required to access the study is not particularly onerous or invasive, and also provides people interested in the study with the opportunity to indicate their interest in participating in future Business.com studies about other online marketing topics. Help us continue to provide top quality research at no cost by providing the following link to the download page:

<http://www.business.com/info/business-social-media-benchmark-study>

Beyond Chatting with Friends: Social Media as a Business Resource

Nearly 65% of respondents reported using social media as part of their normal work routine, including reading blogs, visiting business profiles on sites like Facebook or LinkedIn or using Twitter to find information and/or communicate about business-related matters.

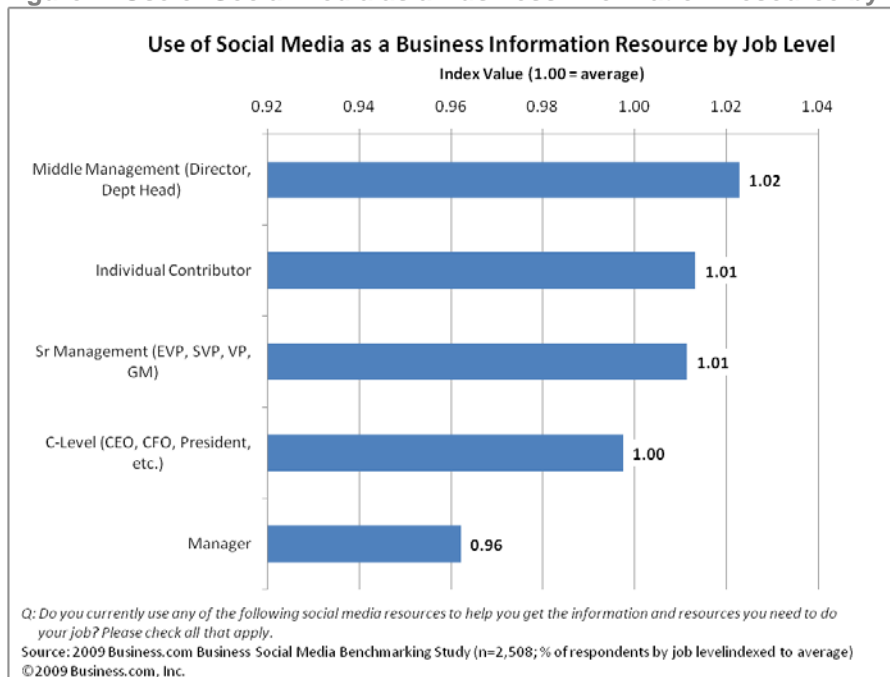
In this section, we'll look at who uses social media as a resource for accomplishing their day-to-day tasks at work, how much experience they have using social media for business in this way, the resources they use most frequently and how useful they find these resources. As you read through this section, keep in mind that all responses are from people who indicated they currently seek out business information through social media channels today.

Who Uses Social Media as a Resource for Business Information?

To get a sense of business social media use by people in different job levels, roles, industries and company sizes, we looked at the percentage of all respondents who turn to social media for business information and indexed these percentages to the overall average.

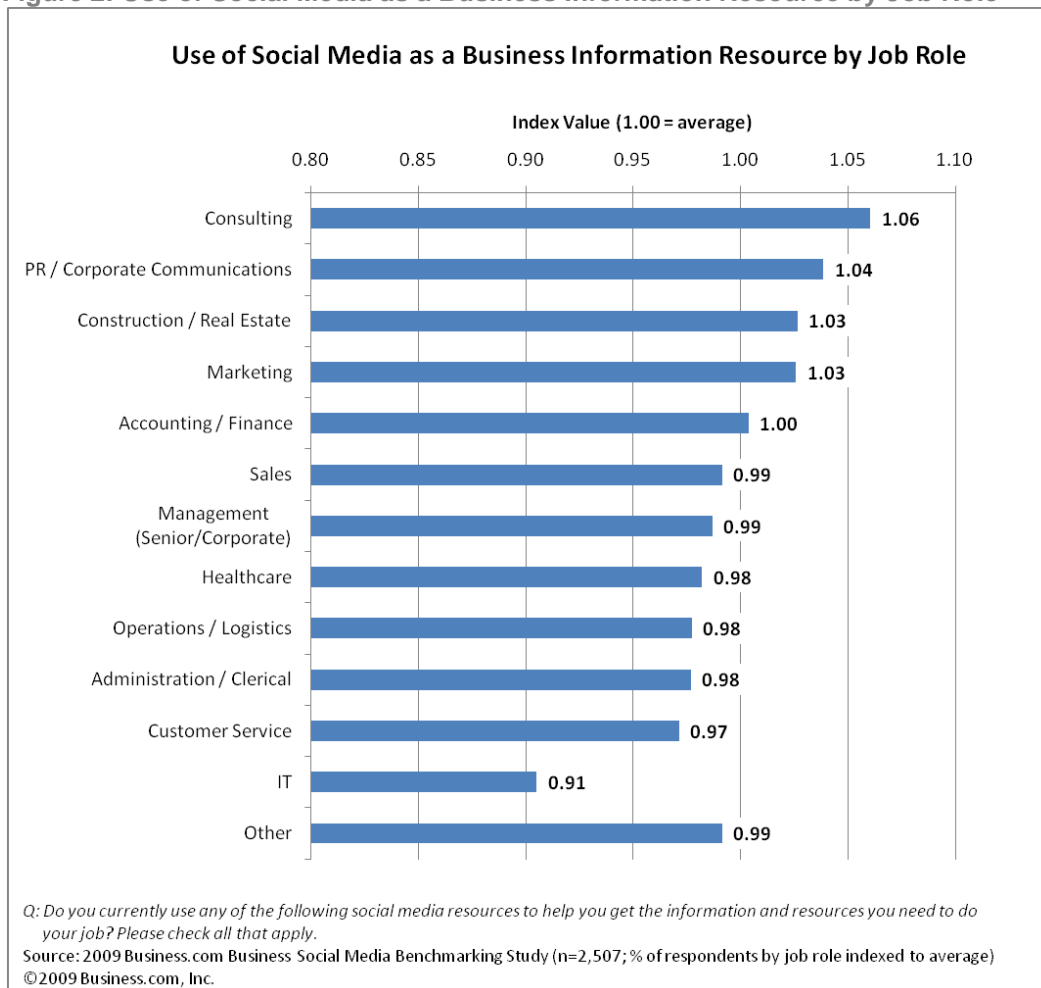
For example, the figure below shows the indexed use of social media as a business information resource by job level. As you'll see in the "About the Study" section at the end of this whitepaper, the 10% of all study respondents categorized themselves as Managers. Every Manager respondent could have indicated that they use social media as a business information resource but not all of them did – some only worked for companies involved in social media initiatives. The figure below shows that Manager respondents were less likely to use social media as a business resource than average, while middle managers such as Directors and Department Heads were more likely to use social media in this way.

Figure 1: Use of Social Media as a Business Information Resource by Job Level



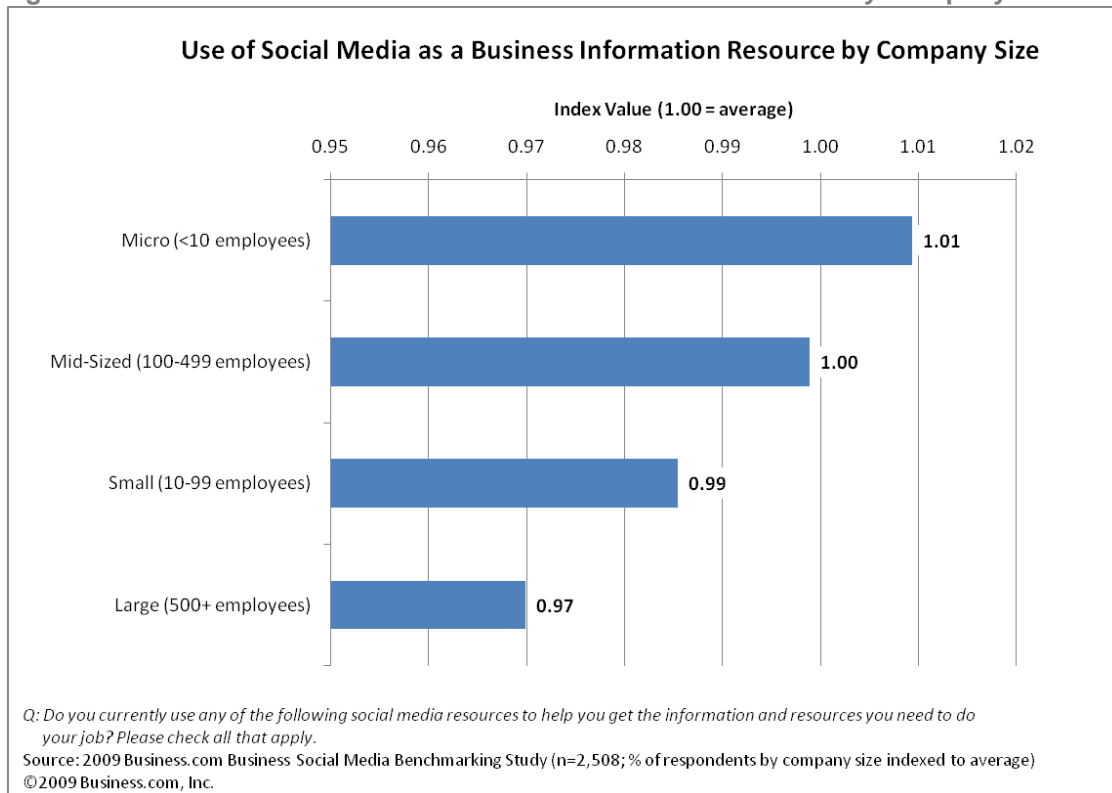
The results for job role show that using social media to find business-relevant information is clearly not restricted to high-tech aspects of the company – in fact, respondents working in the IT department were significantly less likely than those from other departments to use social media in this way.

Figure 2: Use of Social Media as a Business Information Resource by Job Role



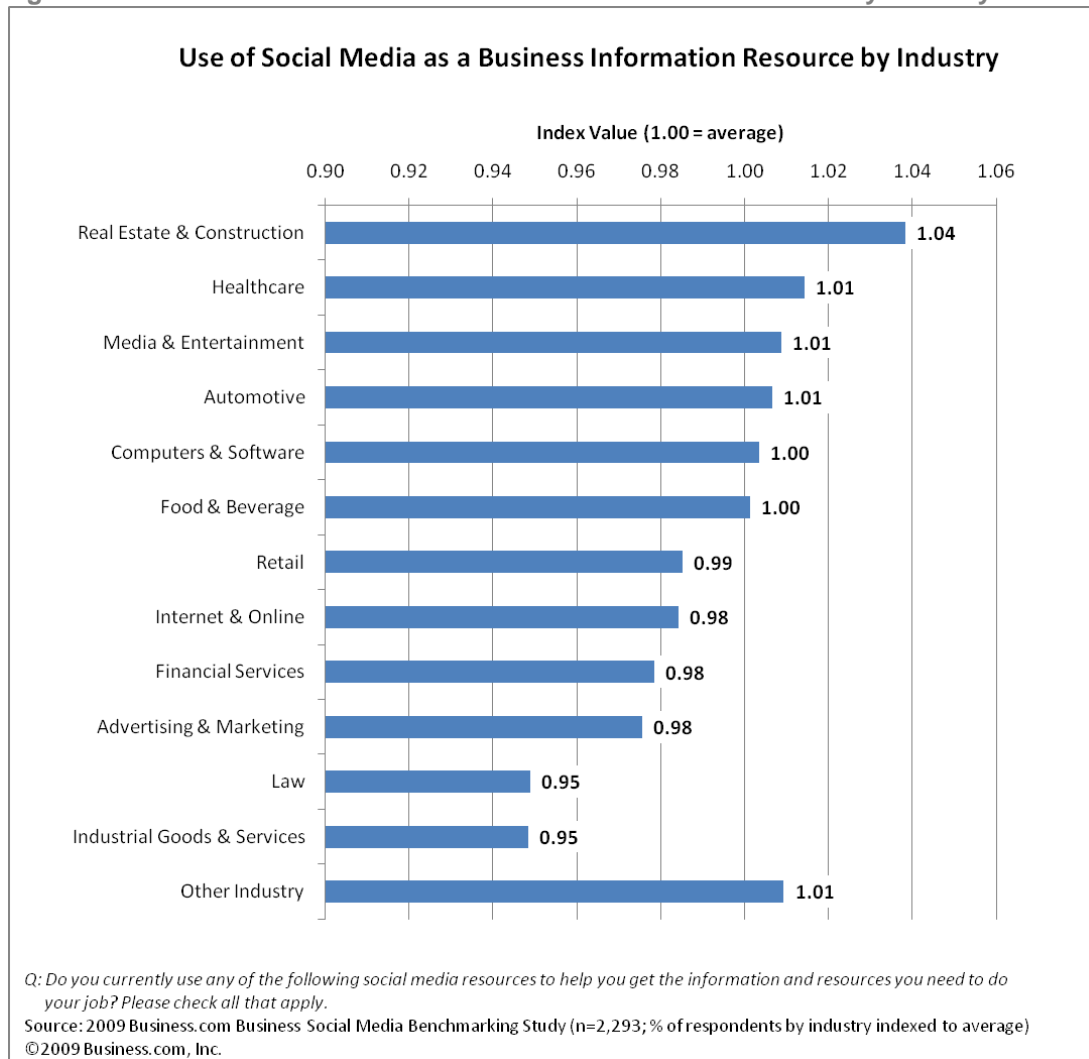
Respondents from larger companies with 500 or more employees are somewhat less likely to use social media as a business information resource as shown in the figure below.

Figure 3: Use of Social Media as a Business Information Resource by Company Size



Also, Real Estate & Construction industry respondents stand out as more active users of social media as a business information resource than those from other industries.

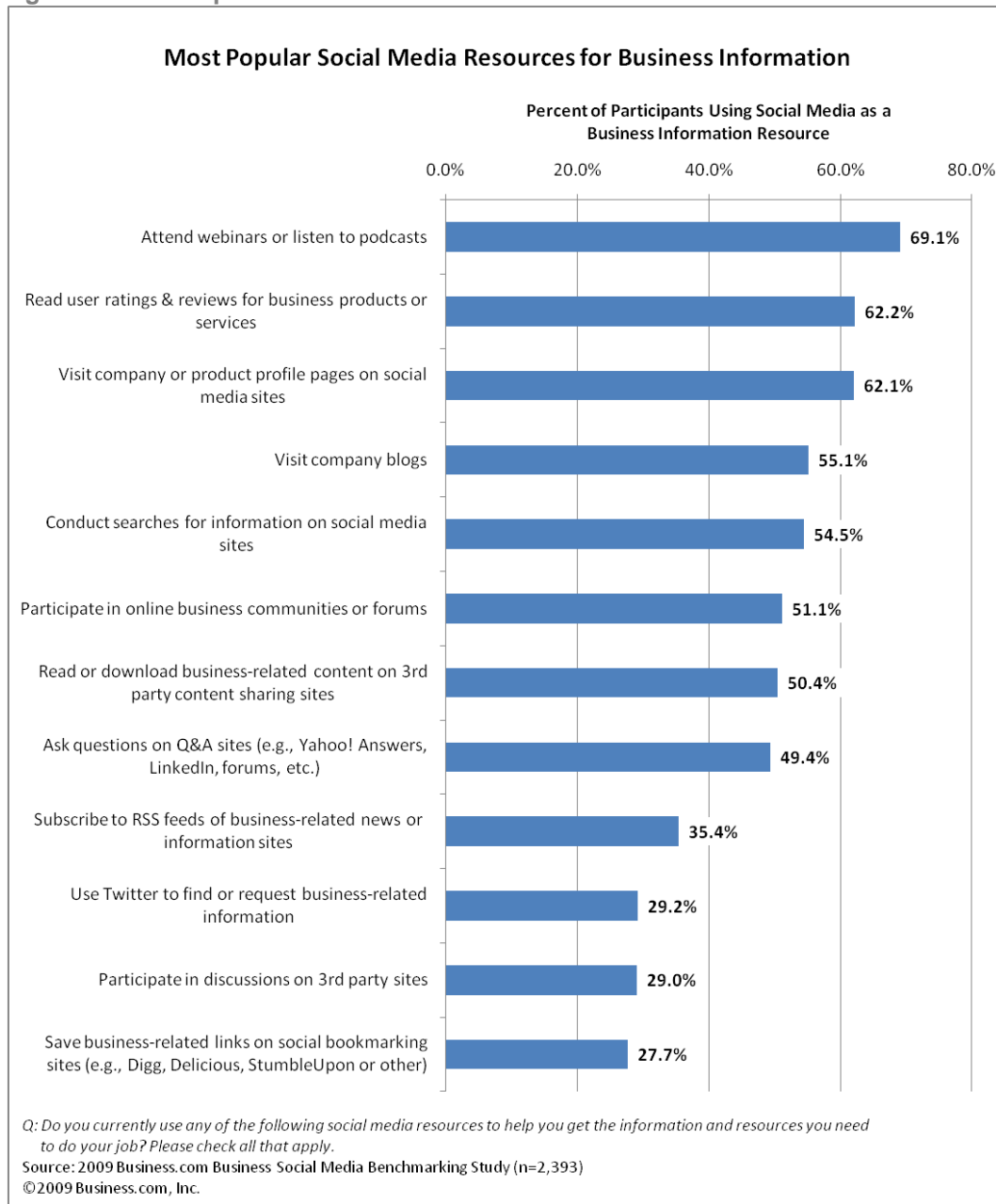
Figure 4: Use of Social Media as a Business Information Resource by Industry



Most Popular Social Media Resources for Business

Among those using any form of social media to find business-relevant information, the most popular activity is attending webinars or listening to podcasts (69%) followed by reading ratings/reviews for business products or services (62%). The least popular activities are saving business-related links on social bookmarking sites (28%) and participating in discussions on 3rd party web sites (29%).

Figure 5: Most Popular Social Media Resources for Business Information

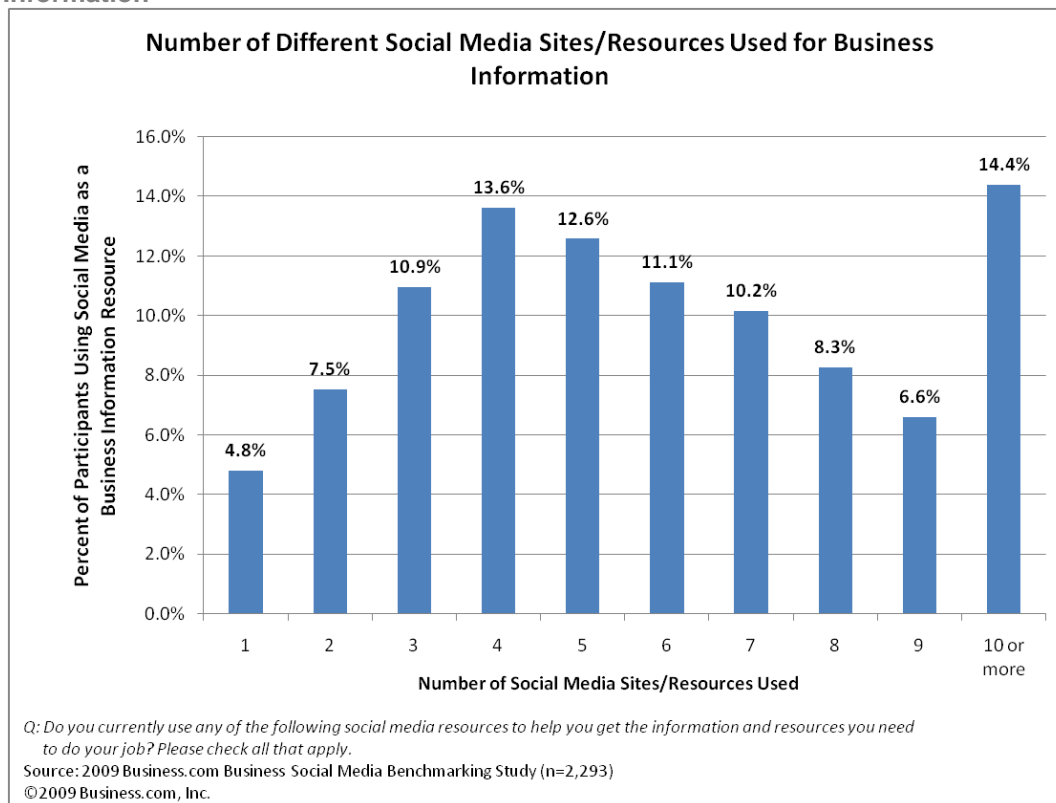


Experienced social media pros are likely to look at Figure 5 and be astounded that over half of respondents indicated that they participate in online business communities or forums. This is far higher than the typical 2% participation rate among monthly visitors to online communities. This difference may be due to how study respondents understood the word “participate”, possibly interpreting it as “visit”. Alternatively, the rapid expansion in the number of general and niche online business communities over the past 10 or more years and more complete indexing of online community content by general search engines may combine to create a situation where business people visit a large number of business-related online

communities or forums in a given month but actually participate in very few. This is an interesting area for future research.

The average respondent used nearly six different social media resources or sites for business information. The figure below shows the percentage of respondents by the total number of different sites/resources used.

Figure 6: Number of Different Social Media Sites/Resources Used for Business Information

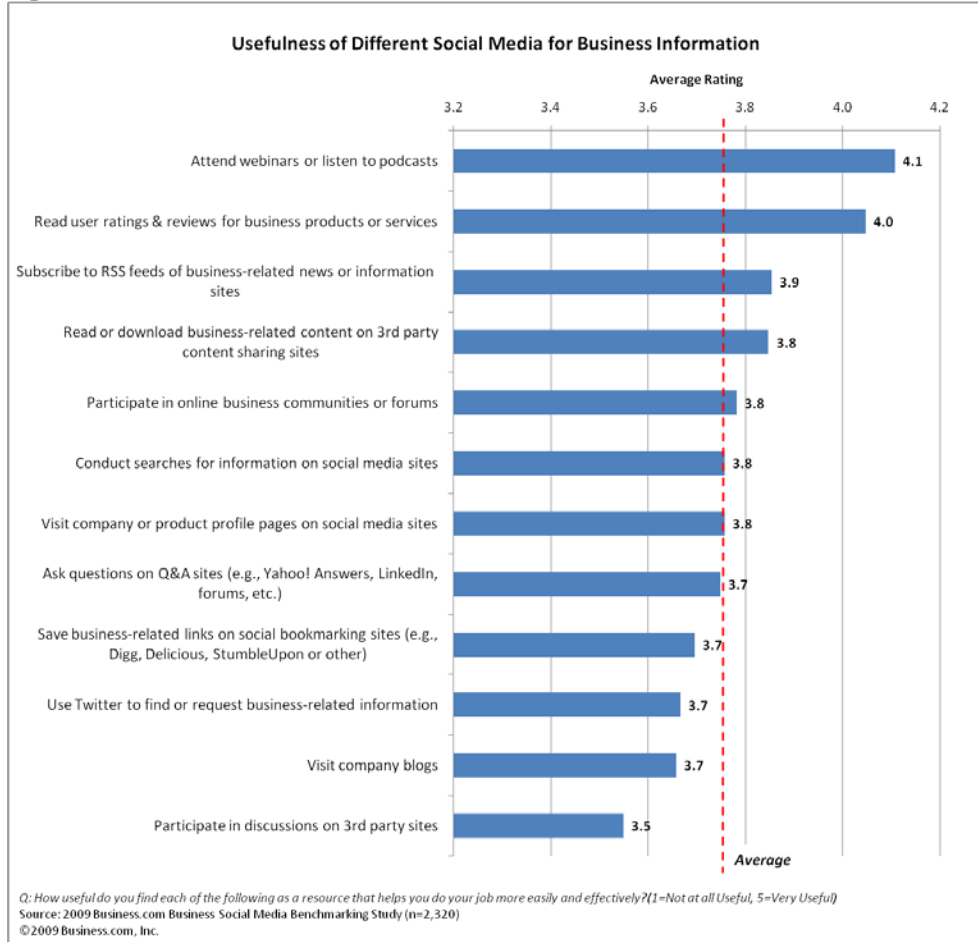


Most Useful Social Media Resources for Business

Not surprisingly, respondents rated attending webinars/listening to podcasts and reading ratings/reviews about business products or services as the most useful social media resources for business-relevant information. These are also the top resources used by respondents.

Looking more carefully at the figure below, we see that information sources which do not require active participation – webinars, podcasts, reading ratings/reviews, RSS feeds, and downloading 3rd party content – are rated as more useful than more participatory activities such as participating in discussions on 3rd party sites, asking questions on Q&A sites or participating in online communities or forums. We will dig into this issue more thoroughly in future whitepapers based on this research and may find important differences between those with more or less experienced using social media.

Figure 7: Usefulness of Different Social Media for Business Information



We also asked respondents to describe the MOST useful social media resource they've found for business. The value of webinars and podcasts is clearly in the ability to learn new skills and/or research industries, products and services without the time and expense of traveling to conferences or other offline events.

"The most useful social media resource is the webinars. I feel that they offer the most, don't demand that I travel, spend a lot of money, or even make a huge commitment of time. They are usually well focused on a topic and therefore don't waste my time with a lot of unrelated topics."

Webinars are also very convenient for professionals in rapidly changing or evolving industries where ongoing training is essential. For example, an accountant described the value of webinars in this way:

“Webinars from professional sites--Tax law is ever changing so we rely on webinars and other instant media to update us on the latest changes in tax accounting. Social media is critical to our industry.”

Interest in Twitter as a business information resource is also growing as people find they can quickly gain access to relevant information and start new business relationships. For example:

“Twitter. The people I follow provide me with more relevant links and information than any other tool. It saves me time and helps me learn about new technologies or innovative ideas, as they are happening.”

Or in this quote:

“Twitter - I am establishing new business relationships, expanding my current connections and watching the attitudes of the people in my community for local issues and how they affect each participant”

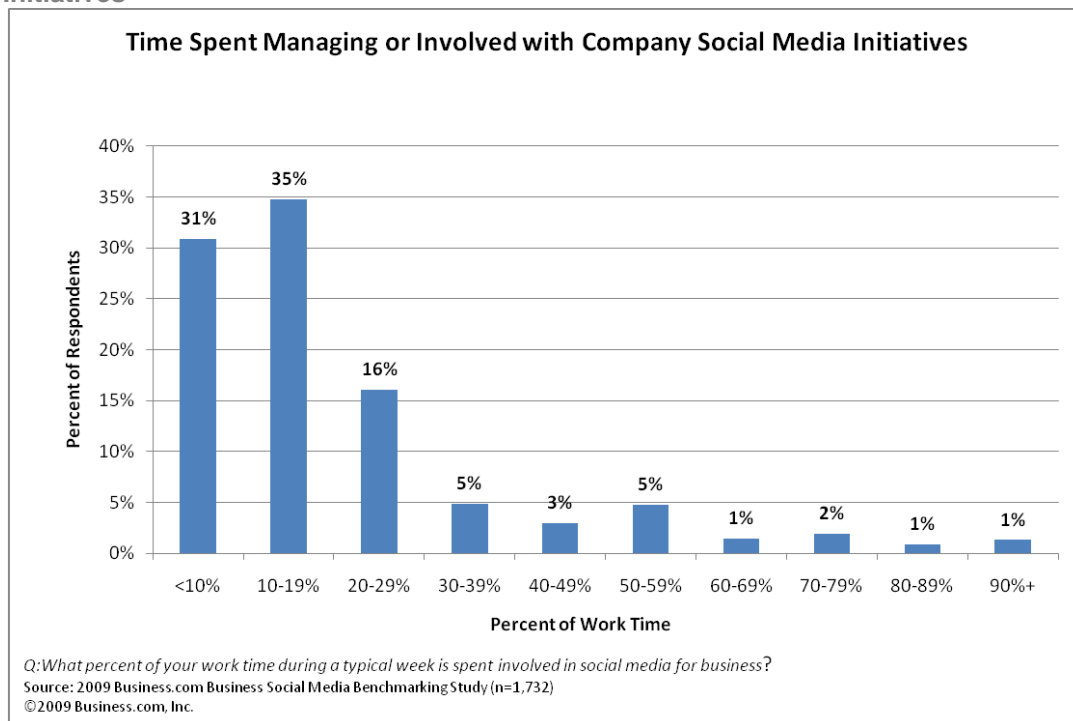
Other respondents identified the value of inter-relationships among social media that help business people find relevant information initially and then maintain contact with the source of that information over the longer term.

“The power of combining social media resources (i.e., the social connection provided by social media) – discovering something interesting on Twitter, following it to a blog you haven't seen before, and then subscribing to the blog – as well as the ability to interact with others about the topic on Twitter and in blog comments.”

Current State of Corporate Social Media Initiatives

Over 1,900 participants in this research indicated that they work for a company involved in social media initiatives. The vast majority (92%) are directly involved in planning or managing these initiatives and spend, on average, 18% of their time in a given week on business social media activities.

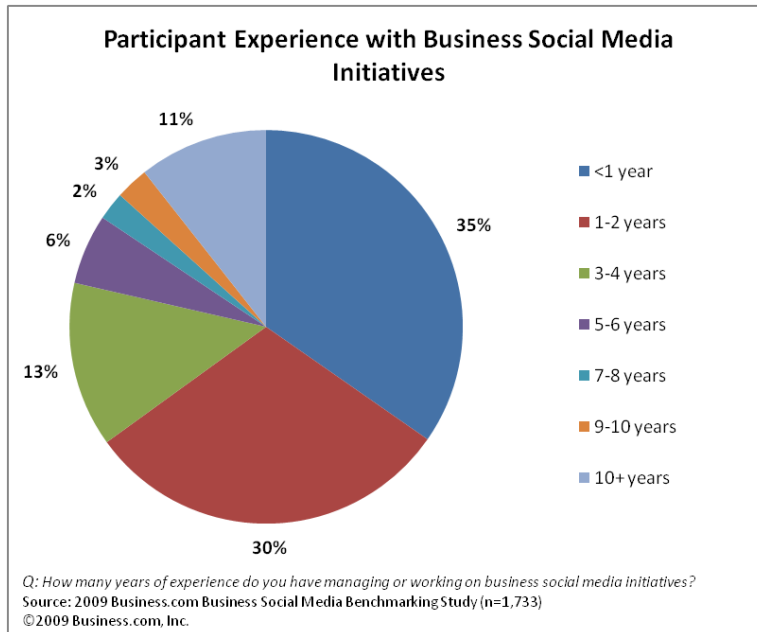
Figure 8: % of Work Time Spent Managing or Involved with Company Social Media Initiatives



Respondent and Company Experience with Business Social Media

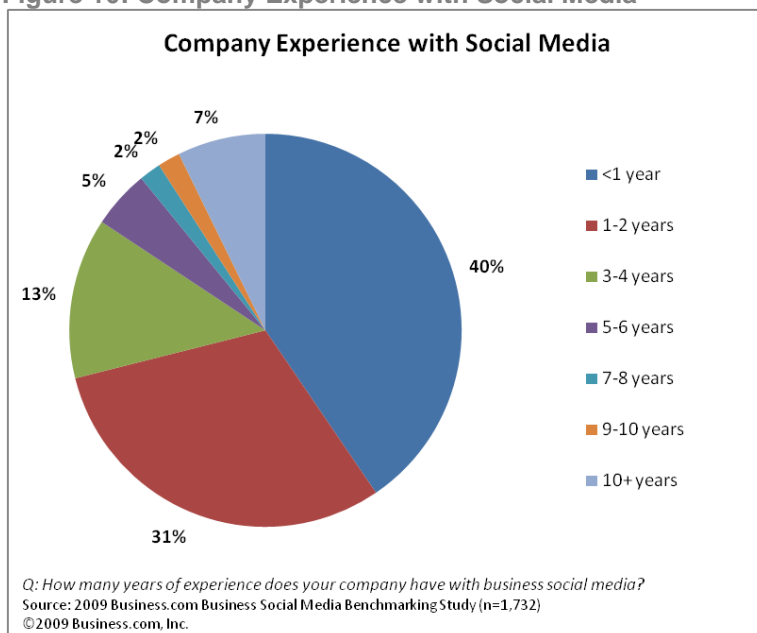
Most respondents were relatively new to business social media with 35% having spent less than one year managing or involved with social media initiatives and another 30% having between one and two years of direct experience.

Figure 9: Experience with Business Social Media For Those Currently Involved with Business Social Media Initiatives



We also asked respondents how many years of experience their companies have with business social media and 71% have less than two years of experience.

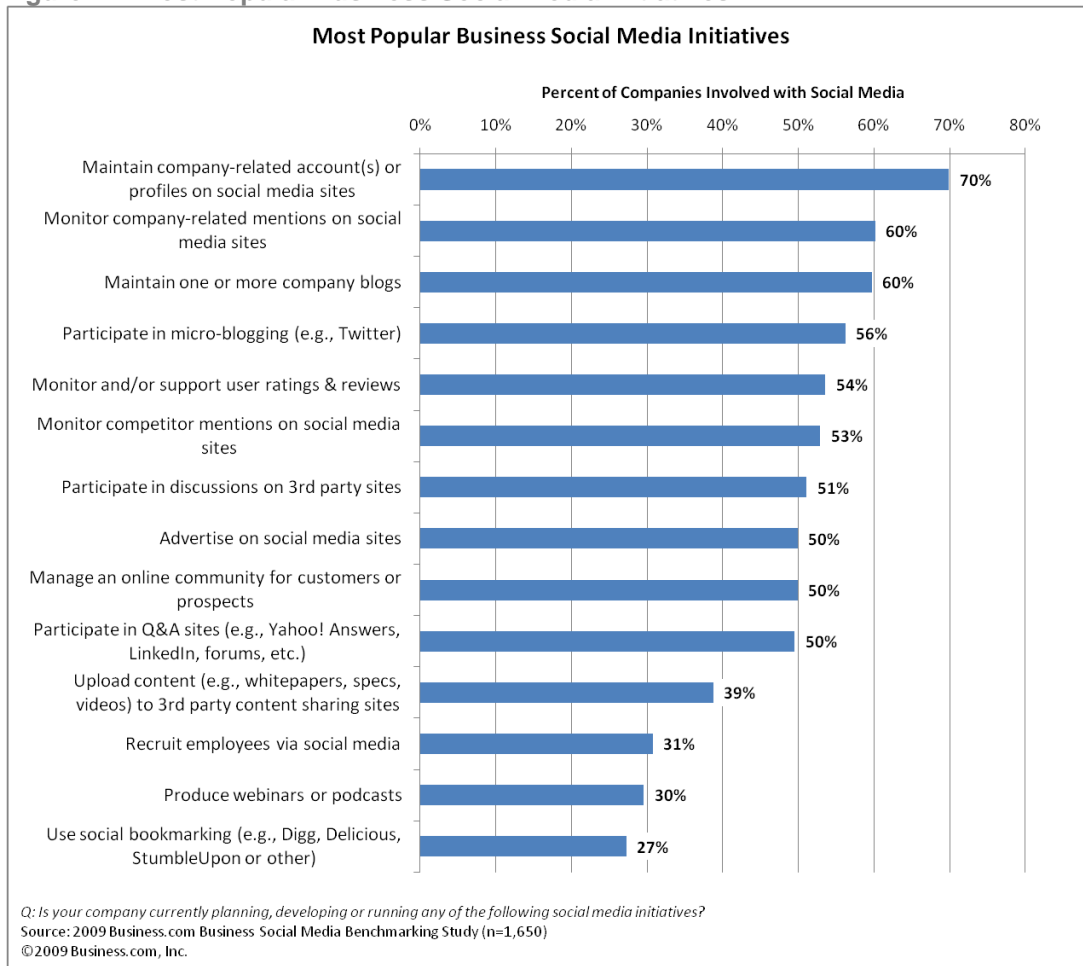
Figure 10: Company Experience with Social Media



Top Corporate Social Media Activities

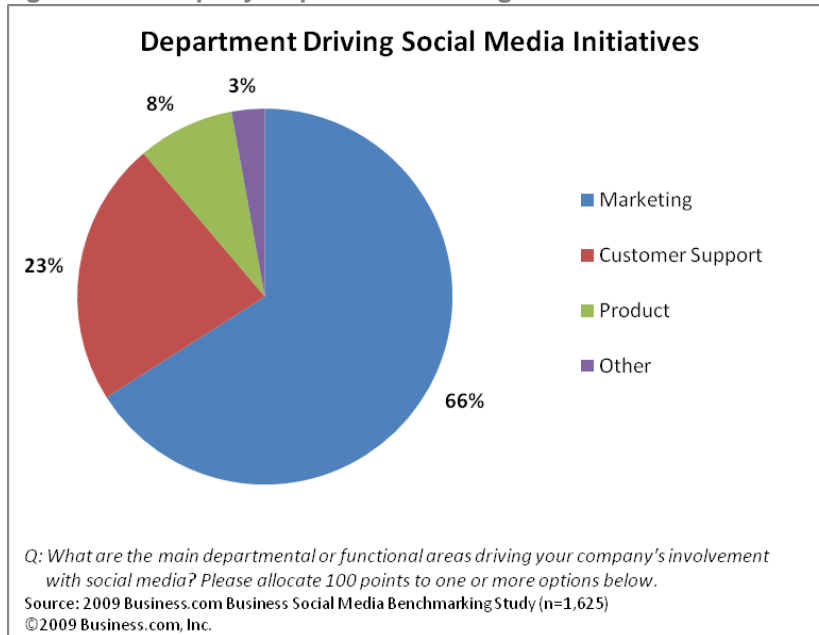
Among companies involved in one or more social media initiatives, the highest percentage (70%) maintain company-related accounts or profiles on social media sites. The second most popular activities are monitoring company-related mentions on social media sites and maintaining one or more company blogs. A much lower proportion of responding companies bookmark business content on social bookmarking sites (27%), produce webinars or podcasts (30%), or use social media to help recruit employees (31%).

Figure 11: Most Popular Business Social Media Initiatives



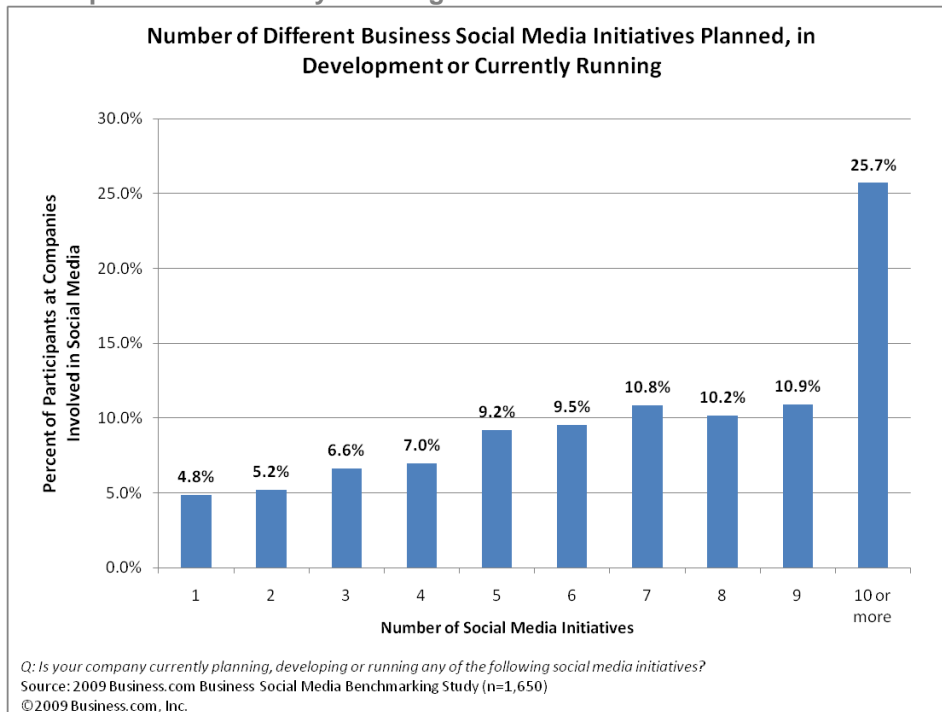
The Marketing department is the main driver of social media initiatives, followed by Customer Support and Product.

Figure 12: Company Department Driving Social Media Initiatives



The average company in this study is currently planning, developing or running seven different social media initiatives as shown in the figure below.

Figure 13: Number of Different Business Social Media Initiatives Planned, in Development or Currently Running



Based primarily on case studies of larger company (500+ employees) initiatives, social media analysts often cite over-commitment to too many social media initiatives at one time as a driving factor behind poor social media performance and abandoned initiatives. The current study suggests reason for this concern:

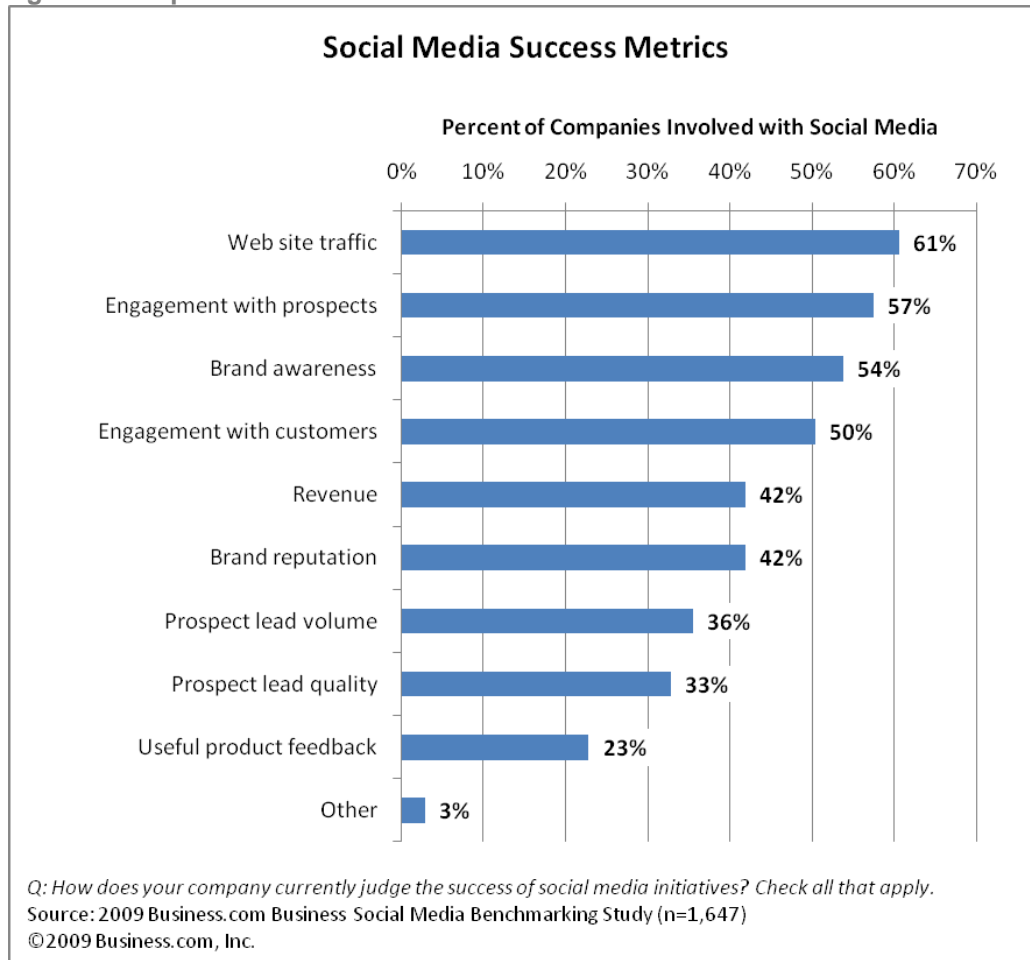
- 71% of participating companies have less than two years of social media experience,
- The employees or contractors working on these initiatives also have little business social media experience (65% have less than two years of experience) and spend an average of one day per week (18% of their time) involved with company social media initiatives, and
- 60% of companies participating in this research have less than 10 employees

Are companies of all sizes setting themselves up for failure by “dabbling” in social media? Or are there key differences across company sizes or types which indicate that companies generally expand into more social media initiatives when they have more experience and/or find something that works? We’ll take on this question with the data from this study in future research reports.

How Companies Judge Social Media Success

The amount of web site traffic generated is the most popular way that companies in this study measure the success of their social media initiatives, followed by engagement with prospects and brand awareness.

Figure 14: Top Social Media Success Metrics



The average company in this study used four different success metrics among those shown in the figure above. Not surprisingly, these cluster into three major focus areas in addition to web site traffic:

- **Engagement** – with prospects and customers
- **Brand impact** – awareness and reputation
- **Leads** – both quantity and quality

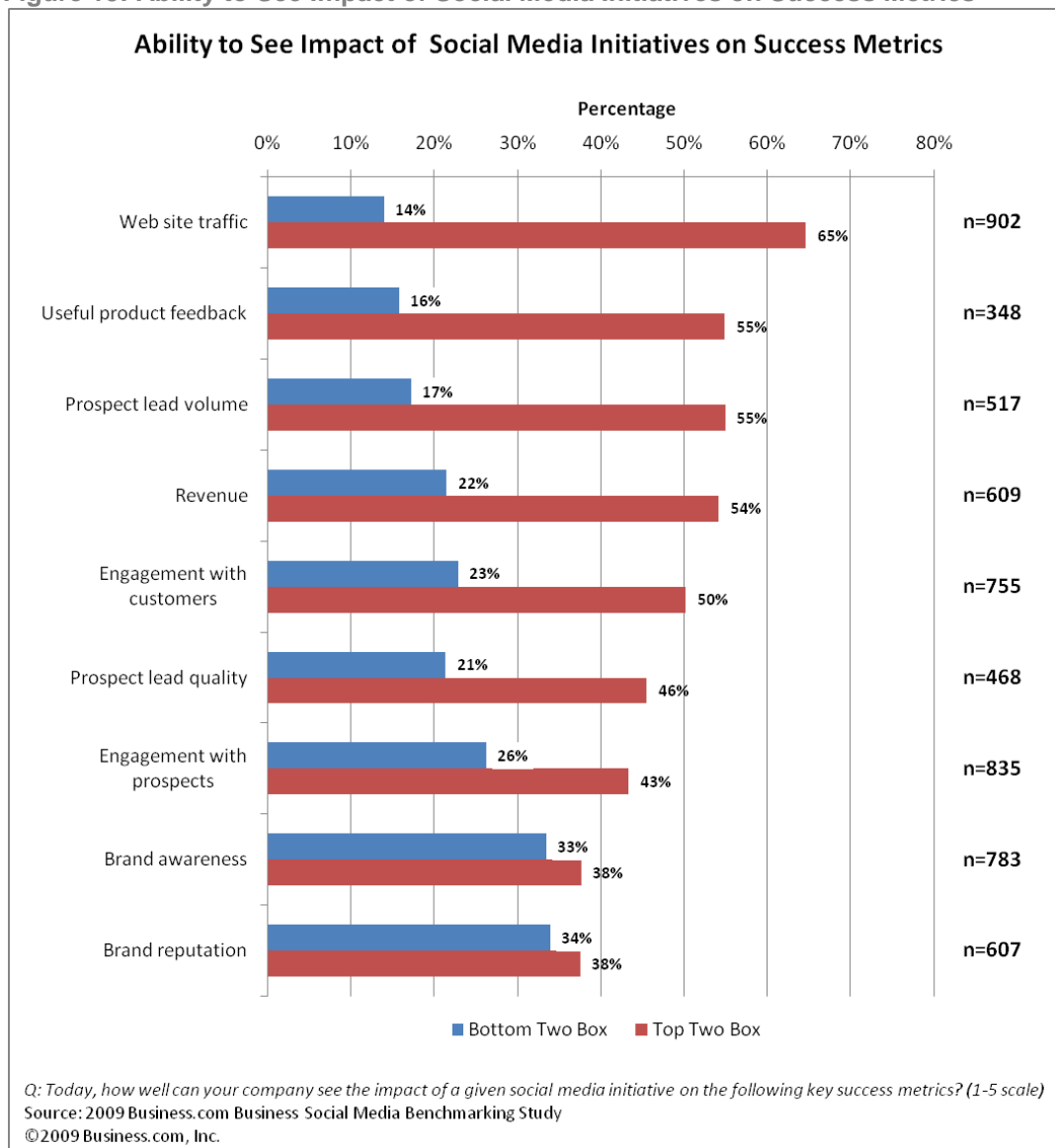
Companies measuring leads are more likely to also measure the revenue impact of social media initiatives than companies which don't focus on leads. Also, companies judging the success of their social media initiatives on engagement with prospects and/or customers are more likely to also measure brand impact than they are revenue or leads.

We also asked respondents to tell us how well they can see the impact of company social media initiatives on the success metrics they use today using the following scale:

1. Not at All - Unable to Measure
2. Barely - May or May Not Have the Data
3. Somewhat - Data is There but You Have to Dig
4. Well - Most of the Data is Easily Accessed
5. Very Well - Part of Standard Reports

The figure below shows the bottom two box (Not at All, Barely) and top two box (Well, Very Well) percentages for respondents using each of the success metrics

Figure 15: Ability to See Impact of Social Media Initiatives on Success Metrics



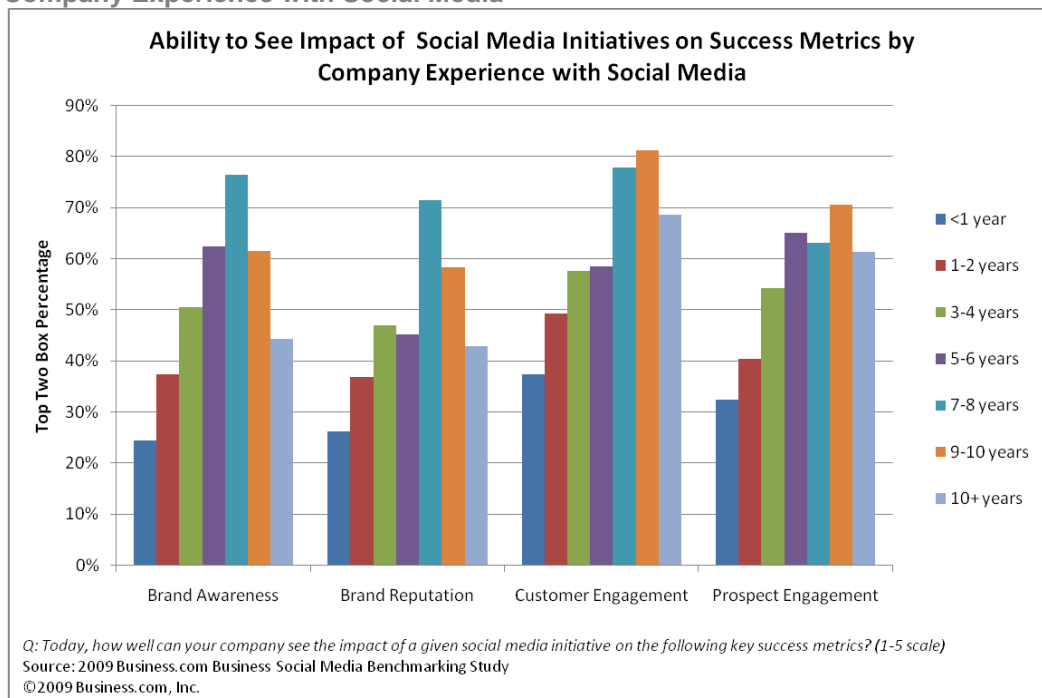
At the top end of the scale, 65% of respondents using web site traffic as a social media success metric report that the data they need is either part of standard reports today or is easily accessed when needed versus only 14% reporting that they don't have the data (i.e., either they know they cannot measure the impact of social media initiatives on web site traffic at all or they have no idea whether or not the data is available).

The brand metrics – awareness and reputation – fall to the bottom of the scale with almost equal percentages of respondents indicating that they can easily see the impact of social media initiatives on these metric or can't measure the impact at all.

Looking at these results, one can't help but ask the obvious questions – how can a company claim to judge social media on a particular success metric like brand awareness or customer engagement with no ability to actually measure that metric? Do companies think they should measure the impact of social media on brand and engagement metrics but never get around to doing so? Or is this result more a function so many companies with little experience in social media participating in this study and we should expect that the ability to measure brand impact and engagement improves with experience?

A cross-sectional view of top two box percentage for brand and engagement metrics by years of company experience with social media suggests that companies do improve their ability to easily determine the impact of social media initiatives on these metrics over time.

Figure 16: Ability to See Impact of Social Media Initiatives on Success Metrics by Company Experience with Social Media

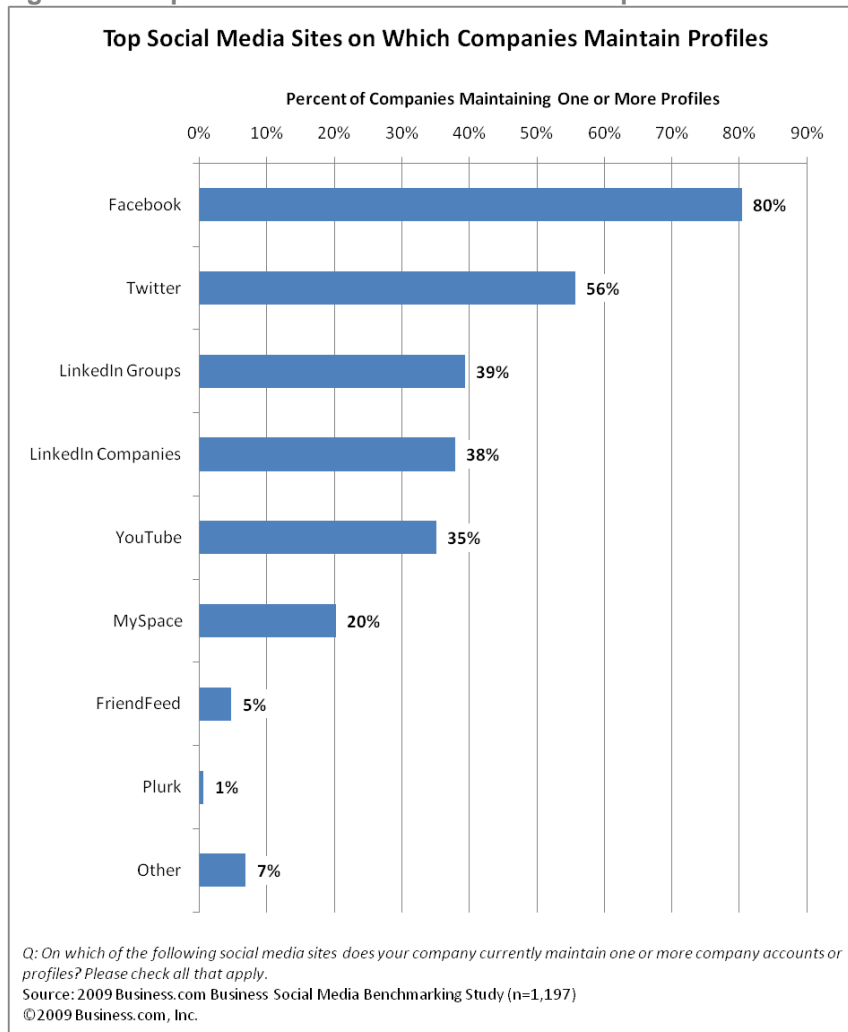


In this research, we also explored five specific types of business social media initiatives – managing social media business profiles, participating in business Q&A sites, using social media monitoring tools, and sharing and bookmarking business content on social media sites. The following sections provide top-level details about the top sites used, ability to see the impact of these initiatives on key social media metrics and how likely respondents are to recommend using specific sites for business purposes to a friend or colleague (the [Net Promoter Score](#), a loyalty metric originally developed by Satmetrix, Bain & Company, and Fred Reichheld).

Initiative Detail: Managing Business Profiles on Social Media Sites

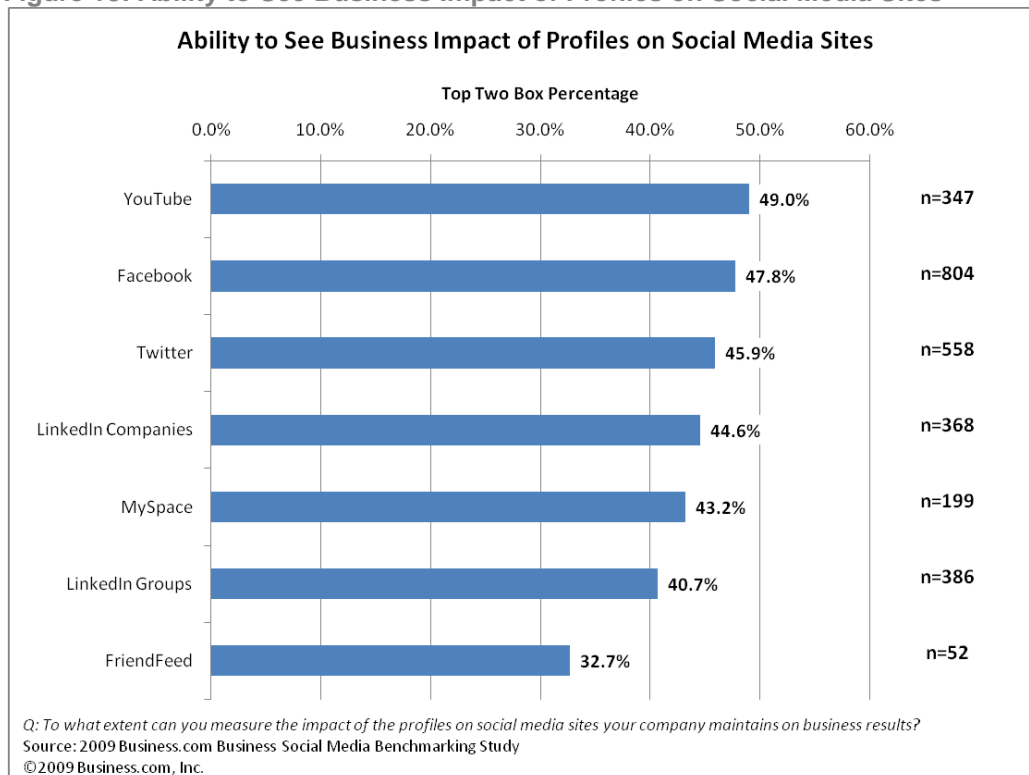
Among the 1,197 respondents indicating their company maintained a profile on one or more social media sites, 80% maintain a Facebook presence and 56% have a company account on Twitter. The average company has a presence on three different social media sites.

Figure 17: Top Social Media Sites on Which Companies Maintain Business Profiles



Respondents report little difference in the ability to see the impact of maintaining a company profile on one of these social media sites and business results. As shown in the figure below, YouTube has the highest top two box score (49%) and FriendFeed the lowest (33%) with the remainder ranging from 41% to 48%.

Figure 18: Ability to See Business Impact of Profiles on Social Media Sites



The Net Promoter Score, or NPS, is a simple and popular metric used to benchmark customer loyalty. Developed by Fred Reichheld of Bain & Company, NPS is described on the www.netpromoter.com web site as follows:

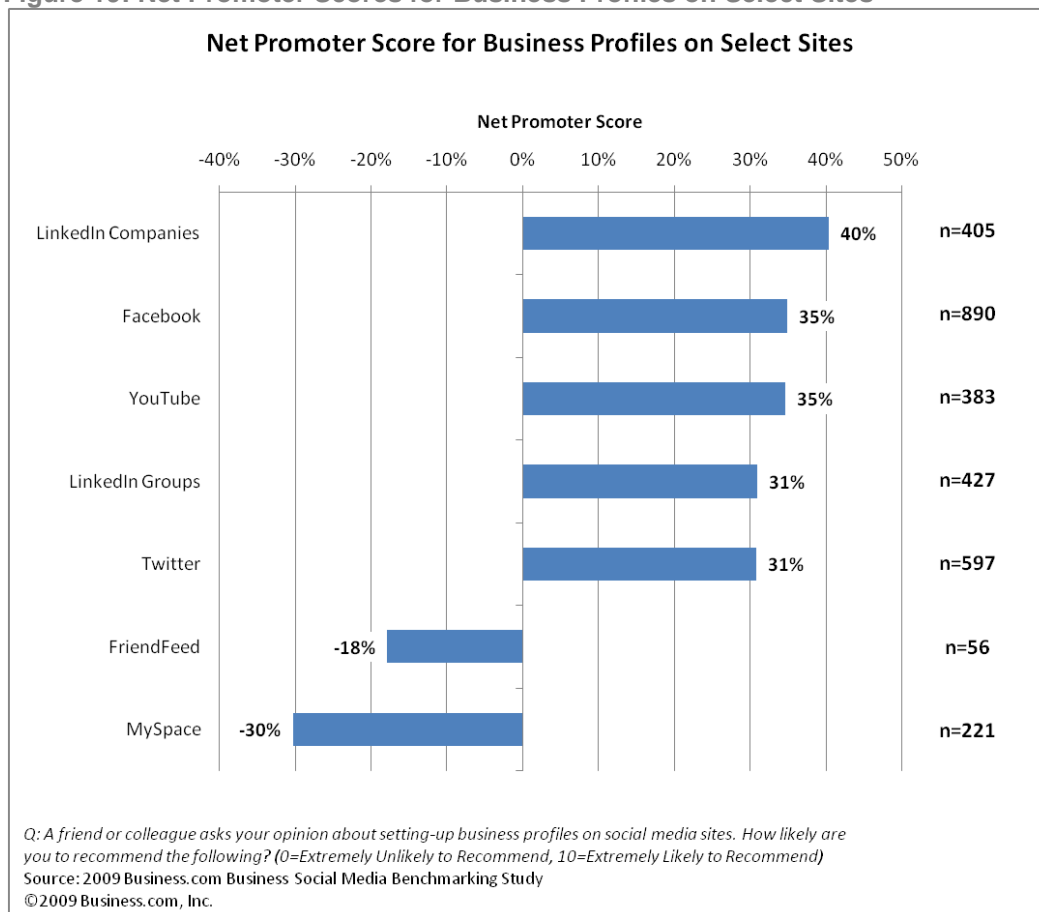
"NPS is based on the fundamental perspective that every company's customers can be divided into three categories: Promoters, Passives, and Detractors. By asking one simple question — How likely is it that you would recommend [Company X] to a friend or colleague? — you can track these groups and get a clear measure of your company's performance through its customers' eyes. Customers respond on a 0-to-10 point rating scale and are categorized as follows:

- **Promoters** (score 9-10) are loyal enthusiasts who will keep buying and refer others, fueling growth.
- **Passives** (score 7-8) are satisfied but unenthusiastic customers who are vulnerable to competitive offerings.
- **Detractors** (score 0-6) are unhappy customers who can damage your brand and impede growth through negative word-of-mouth."

The NPS is calculated as the percentage of respondents who are Promoters and subtracting the percentage which are Detractors.

In this study, we asked respondents how likely they were to recommend each site their company used to a friend or colleague considering setting-up business profiles on social media sites. LinkedIn Companies had the highest NPS among respondents at companies maintaining their profile on that site followed by a tie between Facebook and YouTube.

Figure 19: Net Promoter Scores for Business Profiles on Select Sites



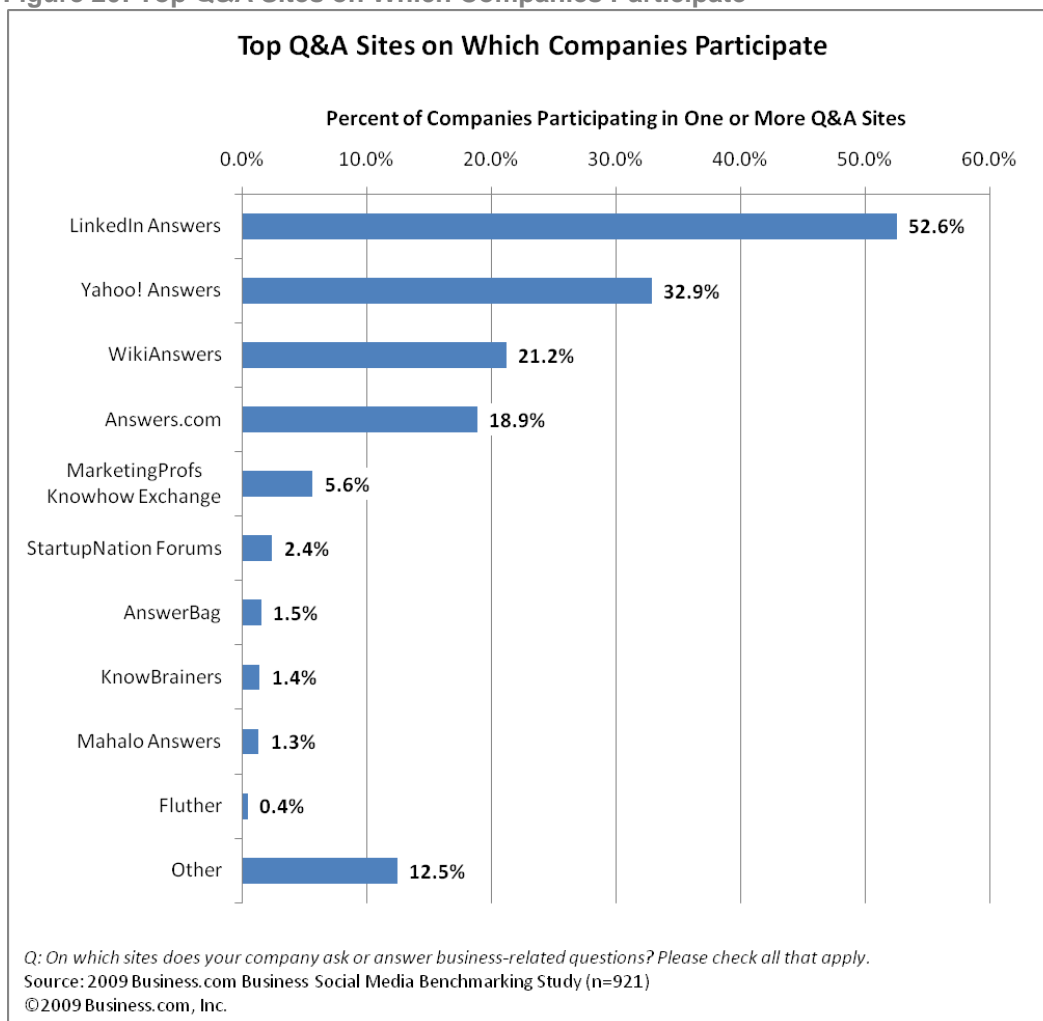
The Net Promoter Scores in the figure above are provided as an indicator of the relative value respondents see in maintaining business profiles on these sites and may or may not match NPS values from other studies or the companies themselves.

Initiative Detail: Participating in Q&A Sites

Question & Answer (Q&A) sites provide a forum for people to ask and answer questions with sites like Yahoo! Answers offering Q&A across a very broad range of consumer and business topics while sites like LinkedIn Answers, MarketingProfs Knowhow Exchange and our newly-launched [Business.com Answers](#) offer business-focused Q&A.

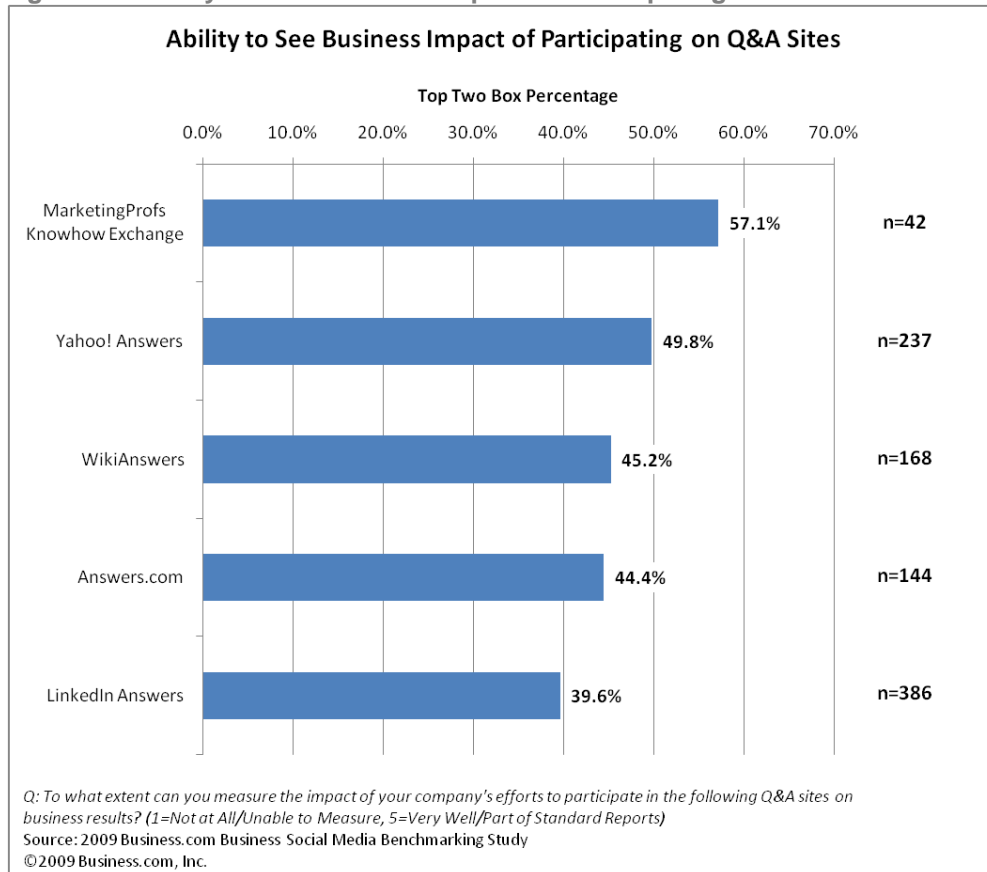
In this study, 921 respondents reported that their company participates in one or more Q&A sites for business purposes. The most popular site is LinkedIn Answers (53%) followed by Yahoo! Answers (33%), WikiAnswers (21%) and Answers.com (19%).

Figure 20: Top Q&A Sites on Which Companies Participate



Respondents involved in social media initiatives at their companies report the greatest ability to see the impact of participating in the most niche-specific Q&A site in this study, MarketingProfs Knowhow Exchange, on business results. The category leader, LinkedIn Answers, has the lowest top two box score.

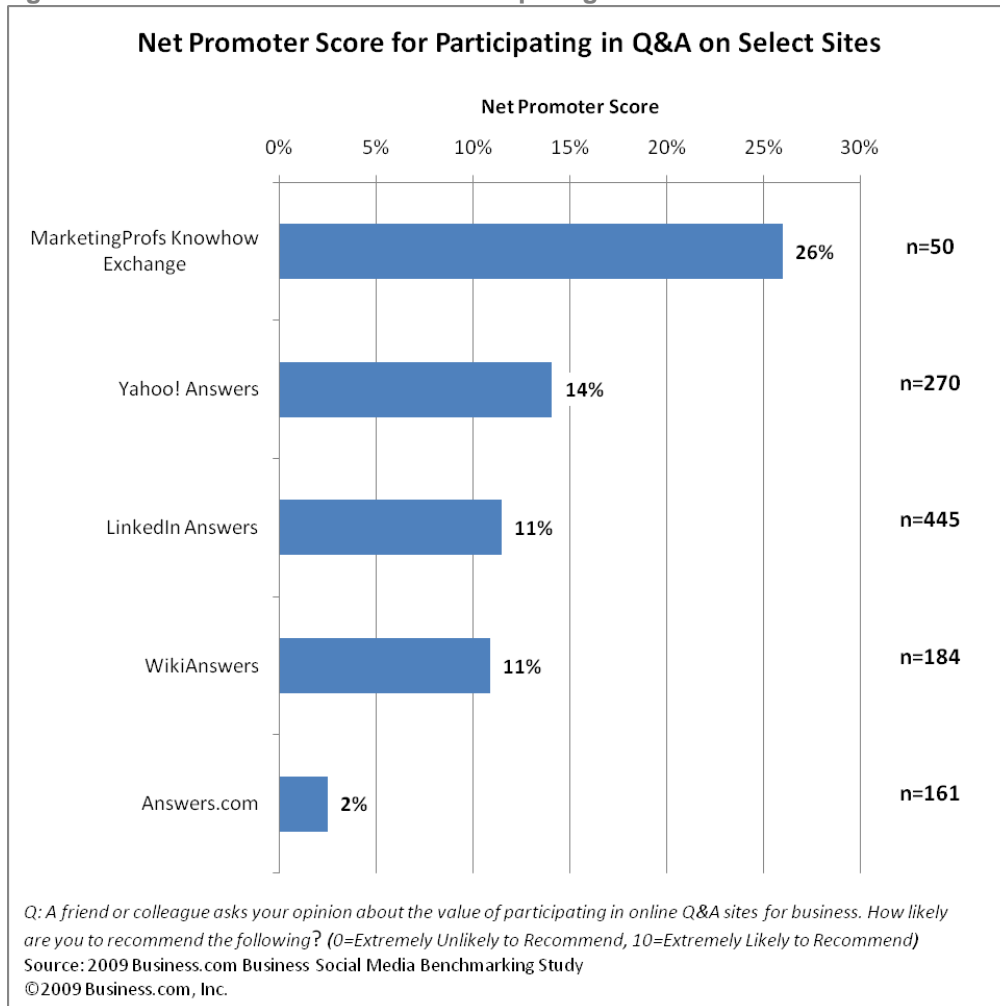
Figure 21: Ability to See Business Impact of Participating on Q&A Sites



As with profiles on social media sites, we also asked respondents how likely they were to recommend each Q&A site their company uses to a friend or colleague considering participating on Q&A sites for business. The Q&A site for business with the highest NPS was MarketingProfs Knowhow Exchange followed by Yahoo! Answers and a tie between LinkedIn Answer and WikiAnswers.

The Net Promoter Scores in the figure below are provided as an indicator of the relative value respondents see in participating in select Q&A sites for business and may or may not match NPS values from other studies or the companies themselves.

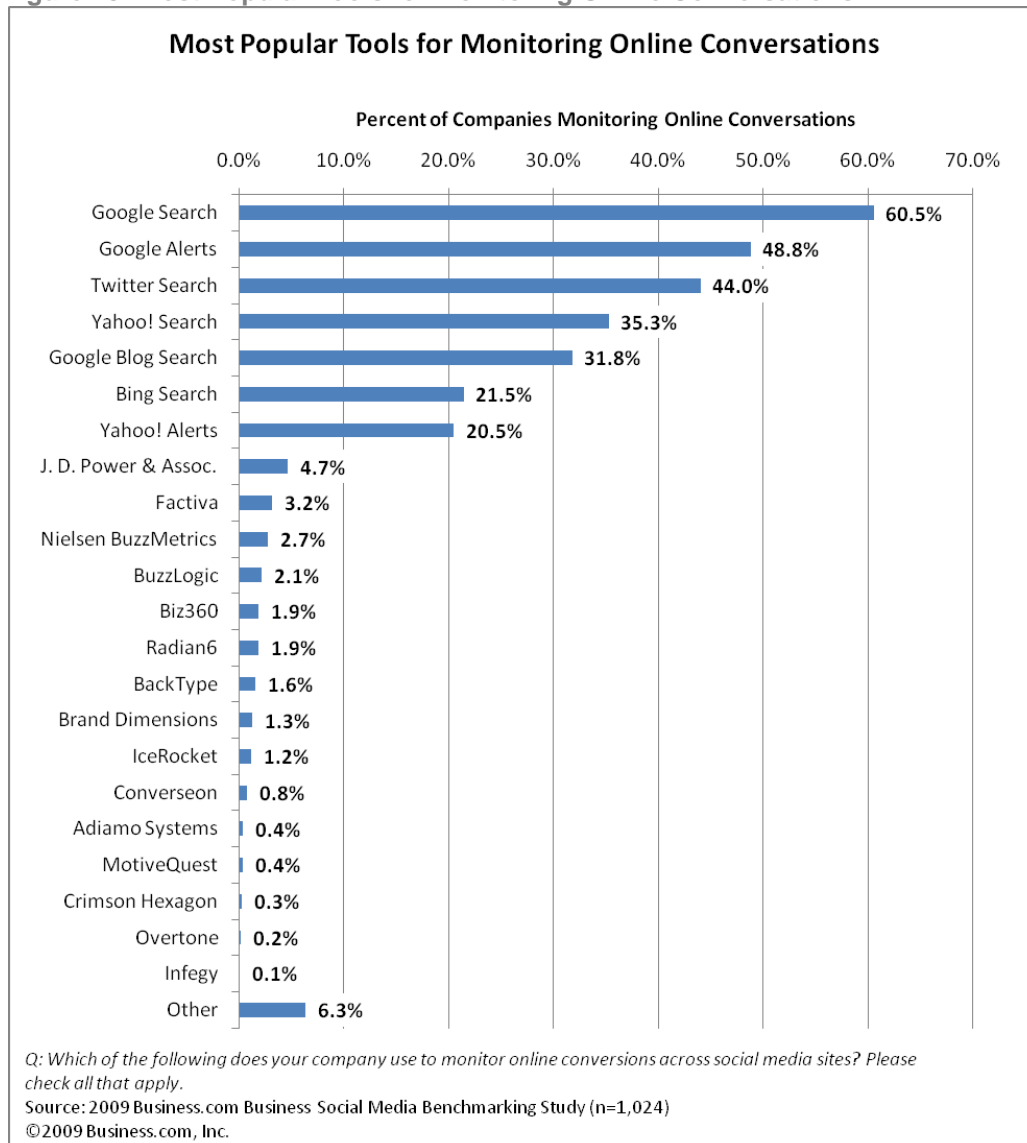
Figure 22: Net Promoter Score for Participating in Q&A on Select Sites



Initiative Detail: Using Social Media Monitoring Tools

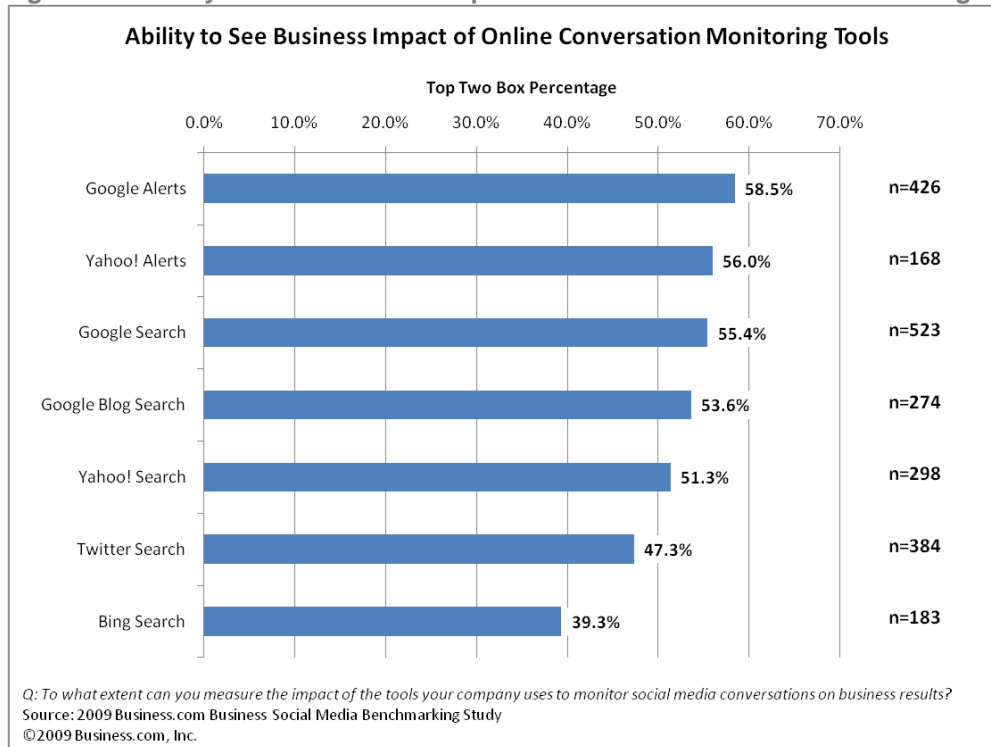
Companies can use a wide variety of tools to monitor company, brand and/or competitor mentions across blogs and other social media sites. Among study participants, 1,024 reported working for companies currently using one or more of these tools. The results show that free tools, such as Google Search, Google Alerts, Twitter Search and Yahoo! Search, are used much more broadly than fee-based tools such as Factiva, Nielsen BuzzMetrics, BuzzLogic, Biz360, Radian 6 or others.

Figure 23: Most Popular Tools for Monitoring Online Conversations



Among the most popular free social media monitoring options, respondents indicate a slightly greater ability to see the impact of Google Alerts and Yahoo! Alerts on business results, both of which send search summaries to respondents at specific intervals.

Figure 24: Ability to See Business Impact of Online Conversation Monitoring Tools

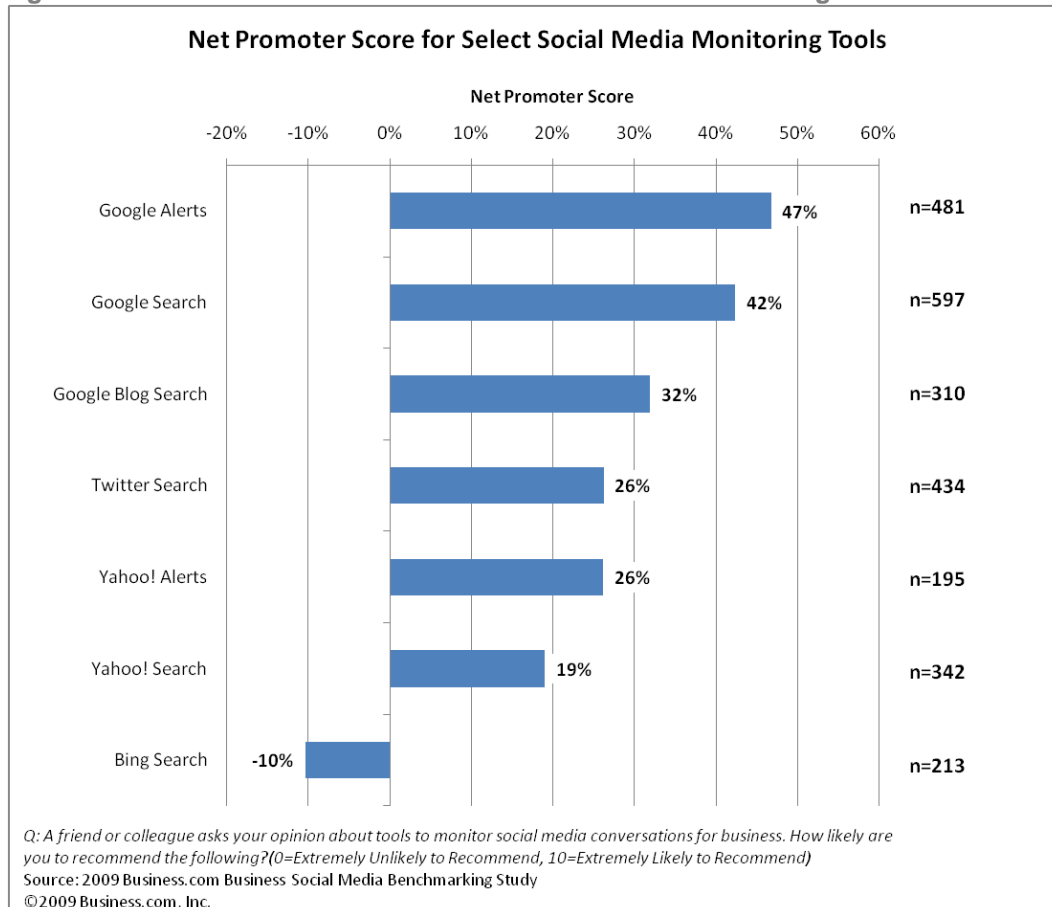


When looking at NPS for social media monitoring tools, we restricted the analysis to the free monitoring options through the top three general search engines (Google, Yahoo! and Bing) and Twitter given the relatively small number of companies using the fee-based tools.

The free monitoring tool with the highest NPS was Google Alerts followed by Google Search and Google Blog Search – respondents show a greater willingness to recommend Google options than those from Yahoo! or Bing.

The Net Promoter Scores in the figure below are provided as an indicator of the relative value respondents see in select free tools for monitoring online conversations and may or may not match NPS values from other studies or the companies themselves.

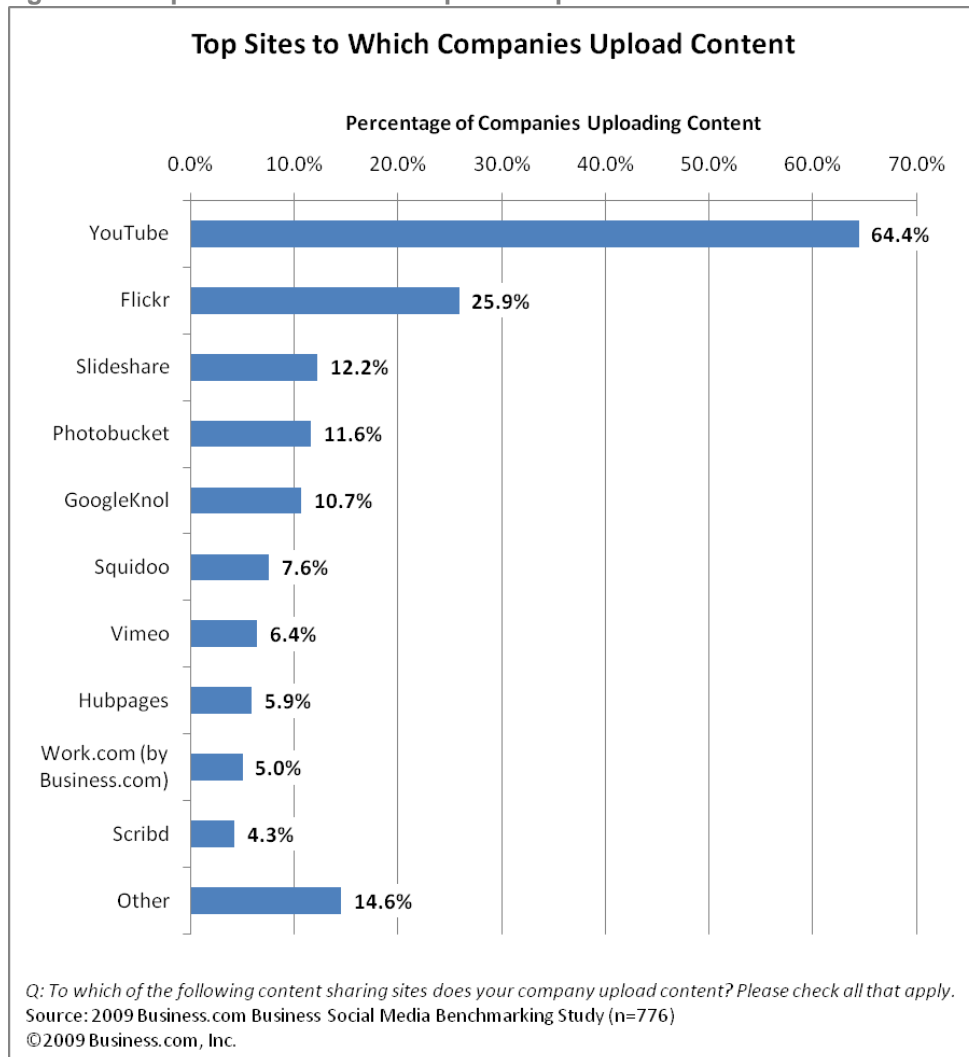
Figure 25: Net Promoter Score for Select Social Media Monitoring Tools



Initiative Detail: Sharing Business Content on Social Media Sites

Slightly less than half (47%) of companies in this study which are currently involved in social media initiatives upload content to one or more content sharing sites. This content may range from instructional or promotional videos uploaded to YouTube – the leading business content sharing site used by 65% of content sharers – or Vimeo, photos uploaded to Flickr or Photobucket, slide presentations added to SlideShare and more.

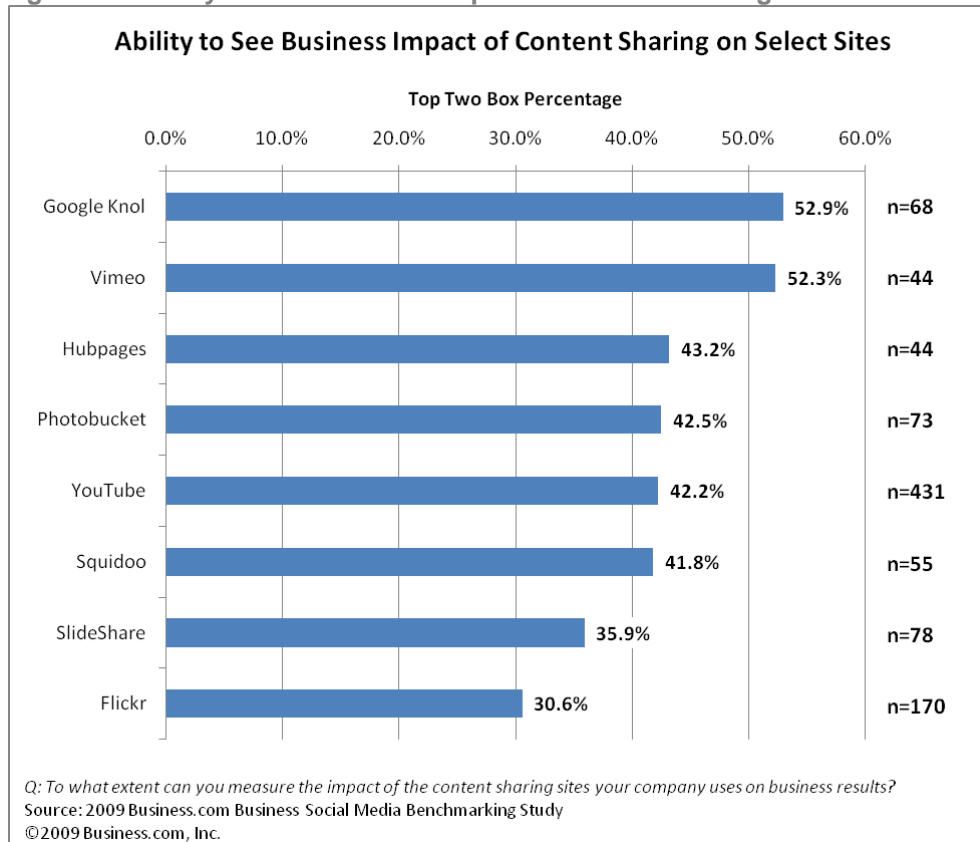
Figure 26: Top Sites to Which Companies Upload Content



Most companies in this study shared content on only one site.

Among companies uploading content to various social media sites, those using Google Knol and Vimeo report the greatest ability to see the impact of adding content to these sites on business results.

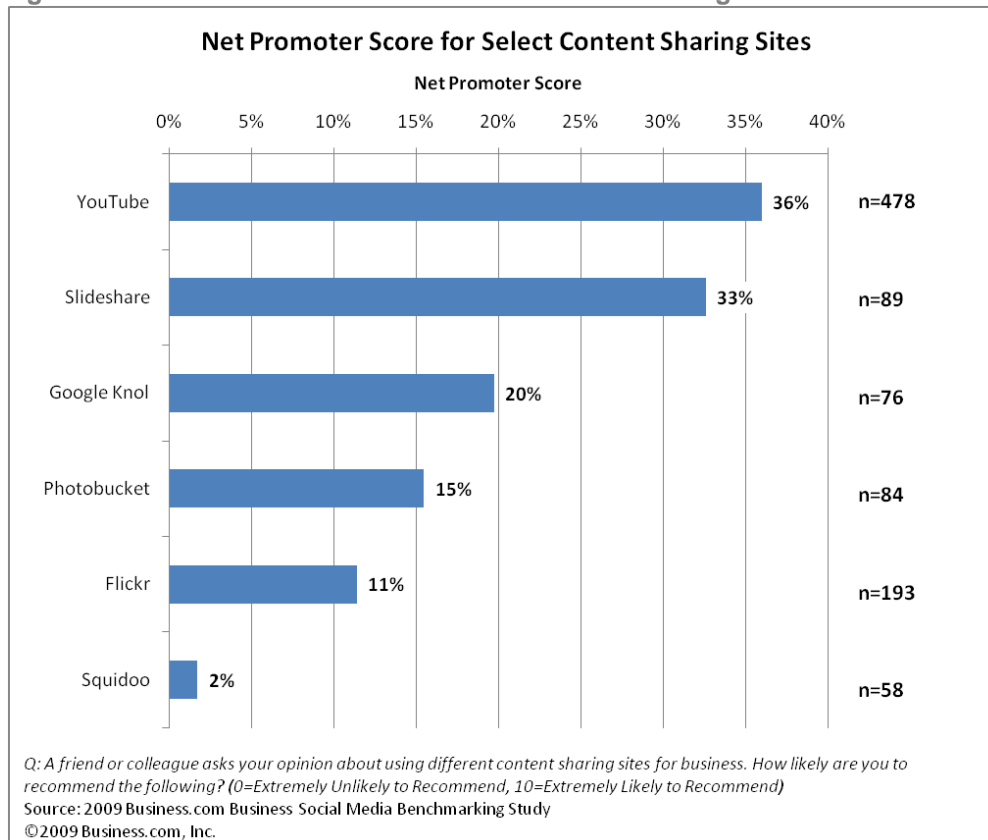
Figure 27: Ability to See Business Impact of Content Sharing on Select Sites



YouTube (+36%) had the highest Net Promoter Score among content sharing sites for business, closely followed by SlideShare (+33%). Squidoo (+2%) had the lowest NPS among content sharing sites with at least 50 NPS respondents.

The Net Promoter Scores in the figure below are provided as an indicator of the relative value respondents see in sharing business content on select sites and may or may not match NPS values from other studies or the companies themselves.

Figure 28: Net Promoter Score for Select Content Sharing Sites

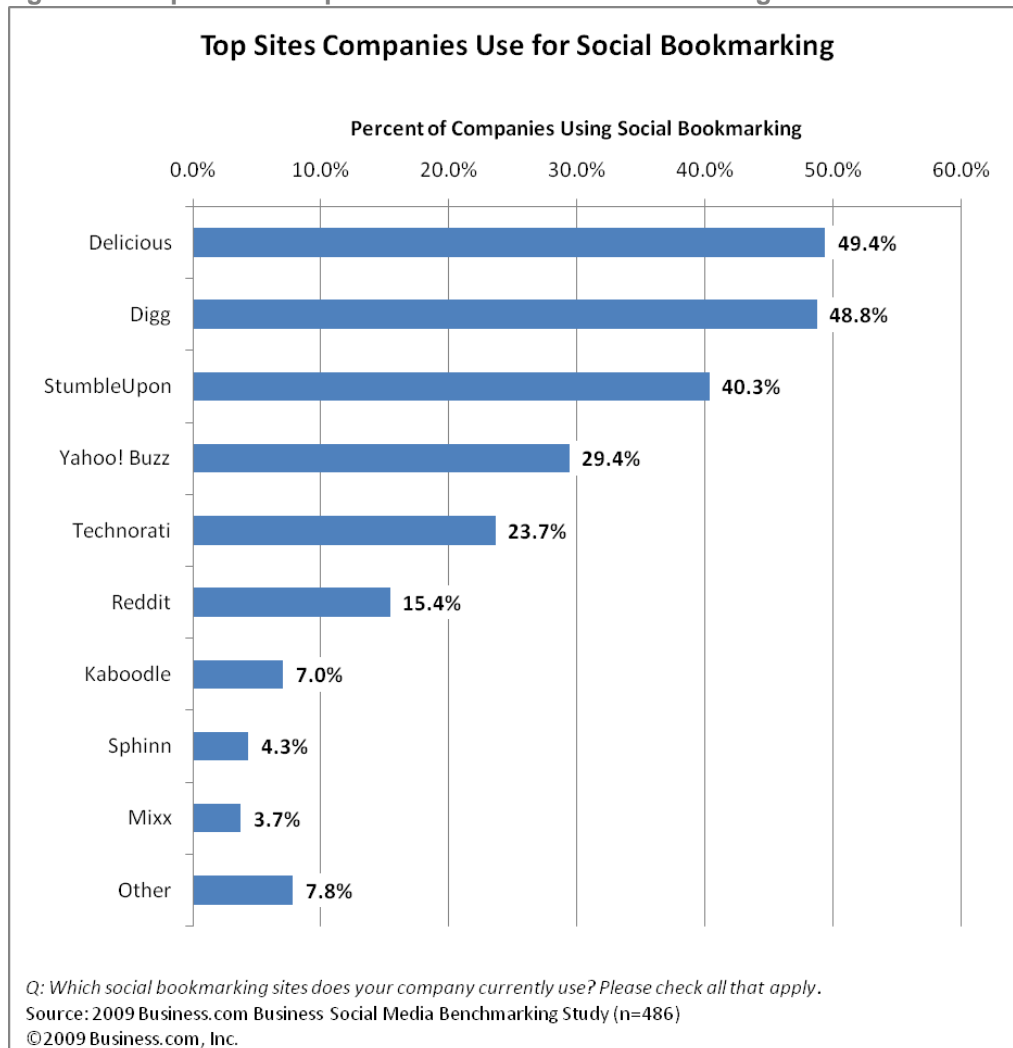


Initiative Detail: Business Content Bookmarking on Social Media Sites

Saving links on social bookmarking sites had the lowest participation rate (27%) of the business social media activities included in this study. While not widespread, social bookmarking is an area of interest with potential for increasing traffic to company web sites.

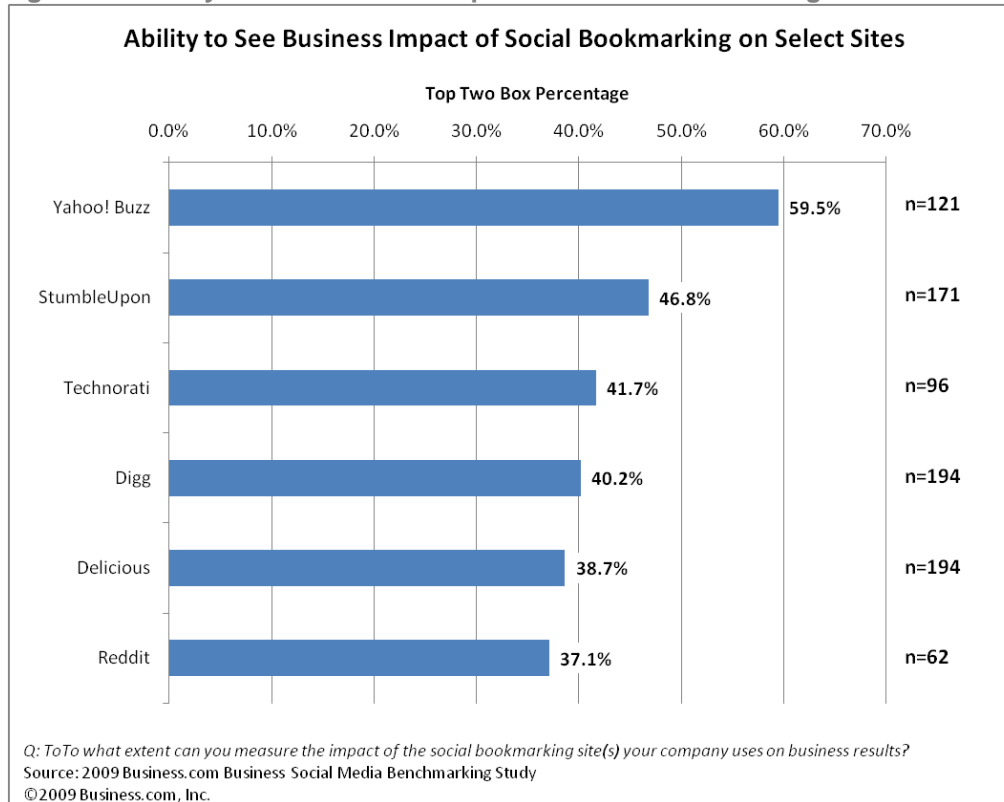
Delicious is the top site on which companies involved in social bookmarking save links, followed very closely by Digg. The average company in this study saved links on one site.

Figure 29: Top Sites Companies Use for Social Bookmarking



Yahoo! Buzz users report the greatest ability to measure the impact of bookmarking on that site on business results, followed by StumbleUpon.

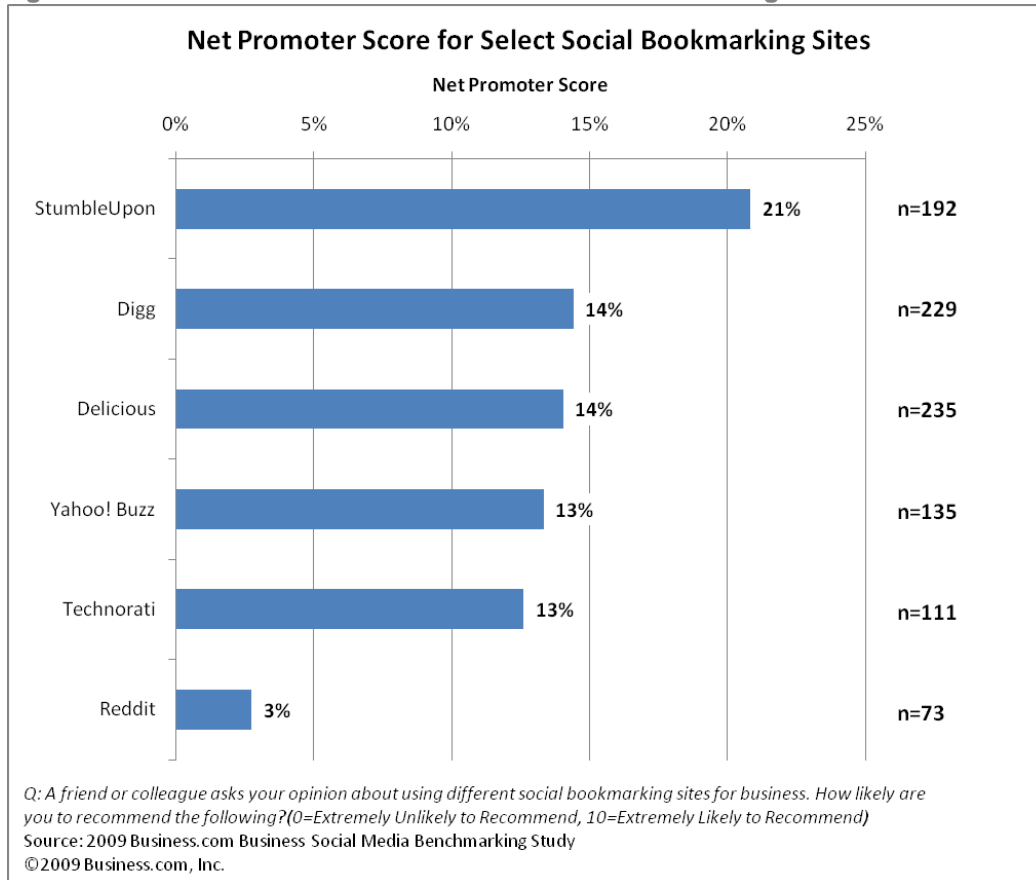
Figure 30: Ability to See Business Impact of Social Bookmarking on Select Sites



StumbleUpon (+21%) had the highest Net Promoter Score among social bookmarking sites used for business, significantly higher than the other sites. Reddit (+3%) had the lowest NPS of the social bookmarking sites with at least 50 NPS respondents.

The Net Promoter Scores in the figure below are provided as an indicator of the relative value respondents see in saving links on select social bookmarking sites for business and may or may not match NPS values from other studies or the companies themselves.

Figure 31: Net Promoter Score for Select Social Bookmarking Sites



Additional Reports Based on this Research

The data set from Business.com's **Business Social Media Benchmarking Survey** is a very rich source of insights about a wide range of topics around the business use of social media. The following reports based on this data set are available as of November 16, 2009:

2009 Business Social Media Benchmarking Study

Summarizes high-level findings from nearly 3,000 North American study participants, providing a very useful benchmark for where businesses, and business people, find value today in social media across different activities and sites. This report can be downloaded from <http://www.business.com/info/business-social-media-benchmark-study>.

2009 B2B Social Media Benchmarking Study

Unique insights from this research for business-to-business (B2B) companies, including how business people use social media today, most popular types of social media initiatives among B2B companies and the value B2B companies are finding in a variety of social media initiatives, from maintaining company accounts/profiles on social media sites to participating in business Q&A, social media monitoring, content sharing and social bookmarking. This report can be downloaded from <http://www.business.com/info/b2b-social-media-benchmark-study>.

Upcoming Reports

We plan to release additional reports every few weeks throughout the fourth quarter of 2009 and early 2010 on topics including the following:

- Small businesses (<100 employees)
- Business-to-consumer (B2C) companies
- Business social media newbies vs. pros
- Industry-specific insights
- Social media measurement
- Business profiles on social media sites
- Participating in question-and-answer (Q&A) sites for business
- Social media monitoring
- Business content sharing on social media sites
- Business social bookmarking

Follow Business.com on Twitter (<http://twitter.com/B2BOnlineMktg>) or subscribe to the RSS feed for our B2B online marketing blog (<http://feeds.feedburner.com/B2B-Online-Marketing-Businesscom>) to be alerted when additional reports are released.

About the Study

This whitepaper is based on results from Business.com's Business Social Media Benchmarking Study, an online survey conducted between August 11th and September 4th, 2009. As an incentive to complete this rather lengthy survey, Business.com held a drawing for a \$2,000 American Express® gift card among eligible respondents – see <http://offers.business.com/content/SocialMediaRules> for official contest rules.

Participants were asked two qualifying questions to determine whether they were eligible to participate in the study – they either had to use social media as a business information resource they turn to in their job and/or had to work for a company (as an employee, contractor or agency) that is currently managing or planning social media initiatives. Participants answering “No” to both these questions were thanked for their time and informed they are not eligible to participate in the study.

After removing duplicate and other suspect responses, there were a total of 4,225 unique study respondents from the United States or Canada. Of these, 2,948 (70%) qualified to participate in the study. There were a total of 2,282 complete surveys (54%) and 1,943 partial responses.

NOTE: This study focuses on benchmarking the activities and perspectives of people already involved with social media for business (e.g., of companies using social media, what percentage maintain profiles on social media sites?). *It is not intended as a benchmark of the adoption of different social media practices across the general business population (e.g., of all North American companies, what percentage maintain profiles on social media sites?).*

Study Participant Profile

Participants in the 2009 Business.com Business Social Media Benchmarking Study reflect a wide range of company sizes, industries and job roles.

Figure 32: Study Participants by Company Size

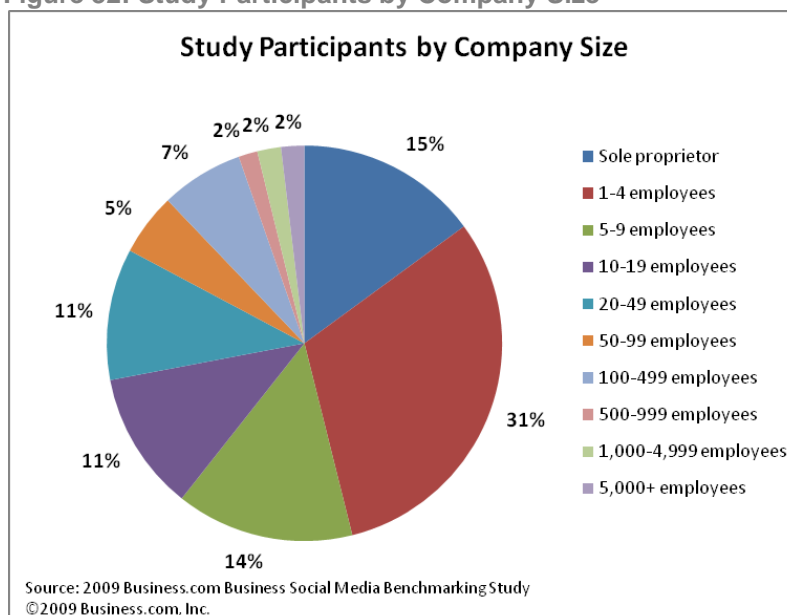
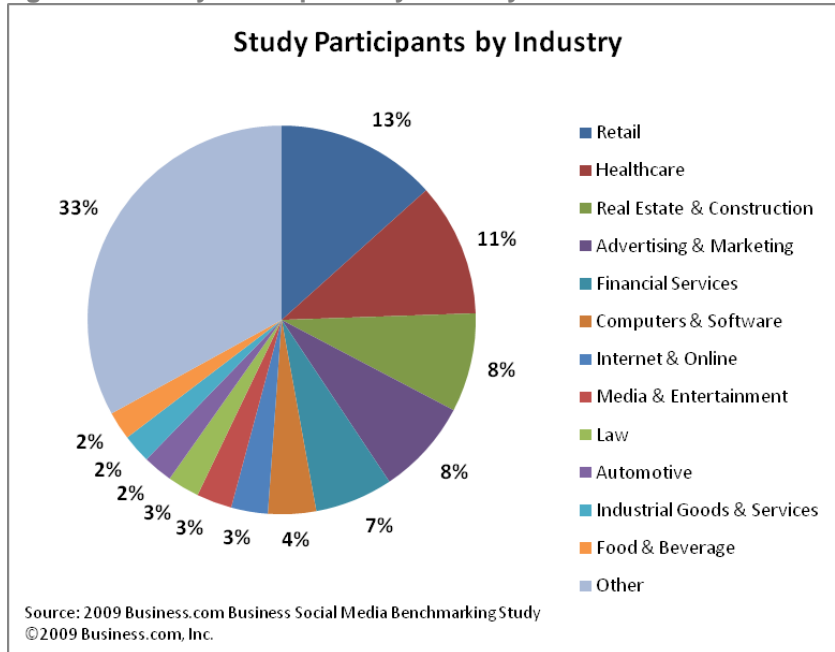
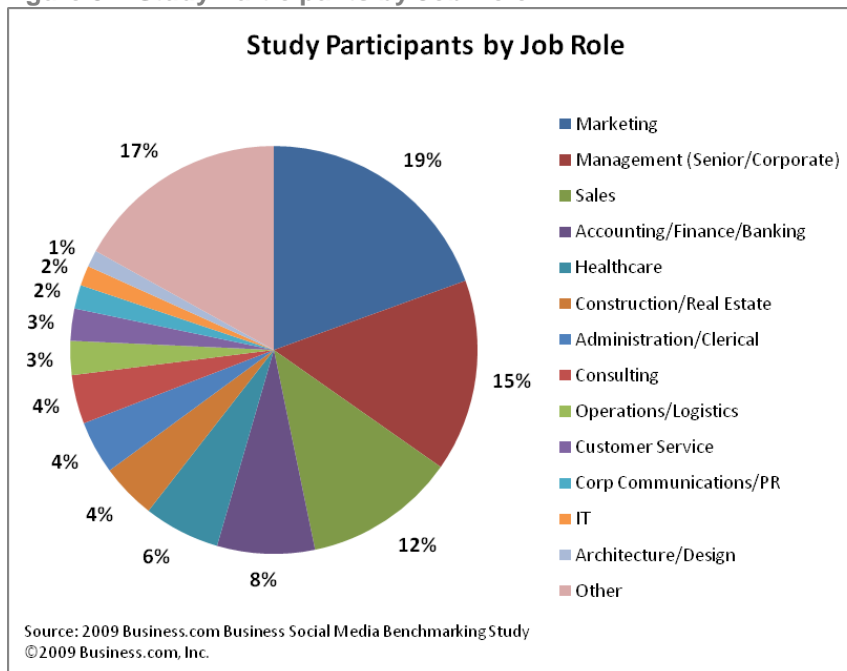


Figure 33: Study Participants by Industry



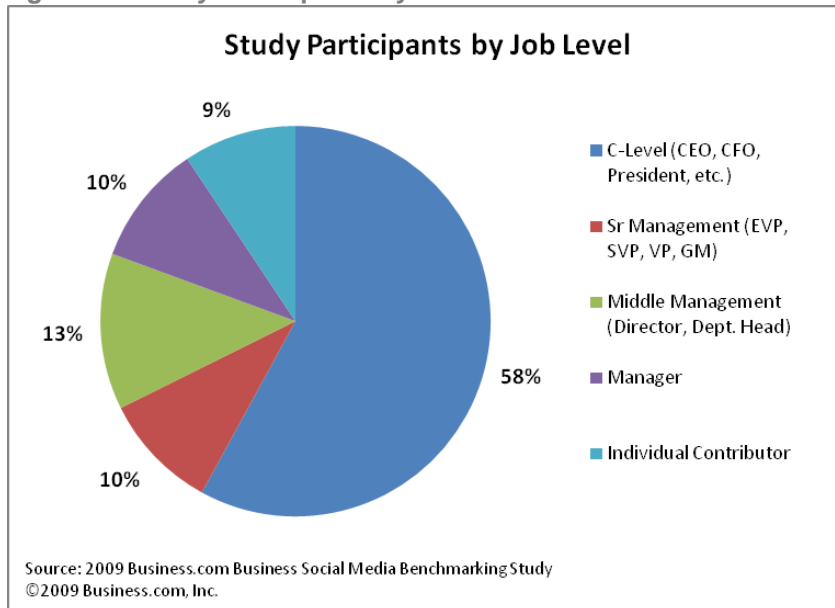
While Marketing personnel accounted for 19% of respondents, the study also includes insights from respondents in a wide variety of other job roles.

Figure 34: Study Participants by Job Role



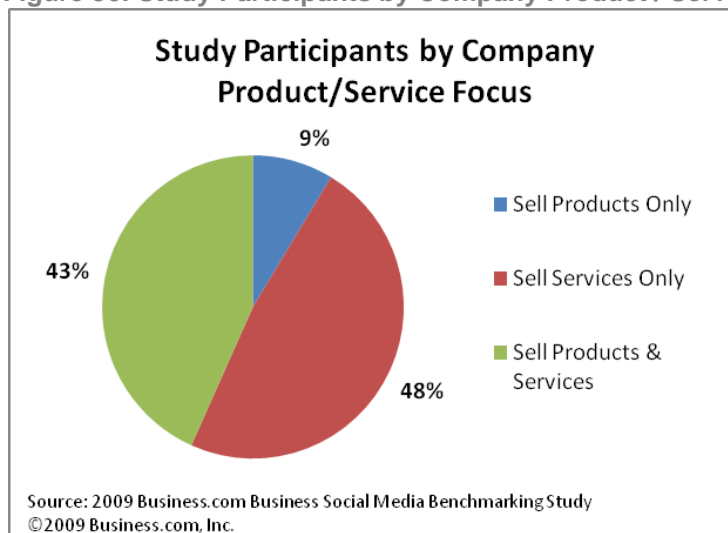
Over half (58%) of respondents are C-level – CEO, CFO, CMO, President or other. This largely reflects the number of small businesses participating in the study and we will provide more details on differences between small companies and large/enterprise companies in future reports.

Figure 35: Study Participants by Job Level



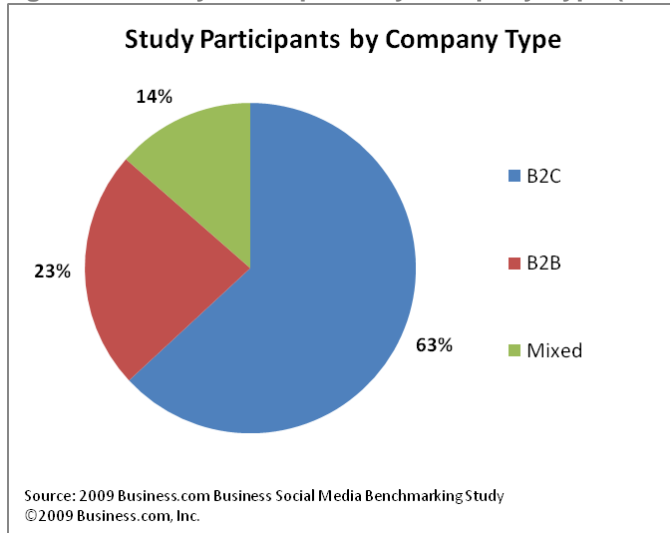
Only 9% of respondents work for companies selling products exclusively, with 48% working for companies that sell services only and 43% working for companies selling both products and services.

Figure 36: Study Participants by Company Product / Service Focus



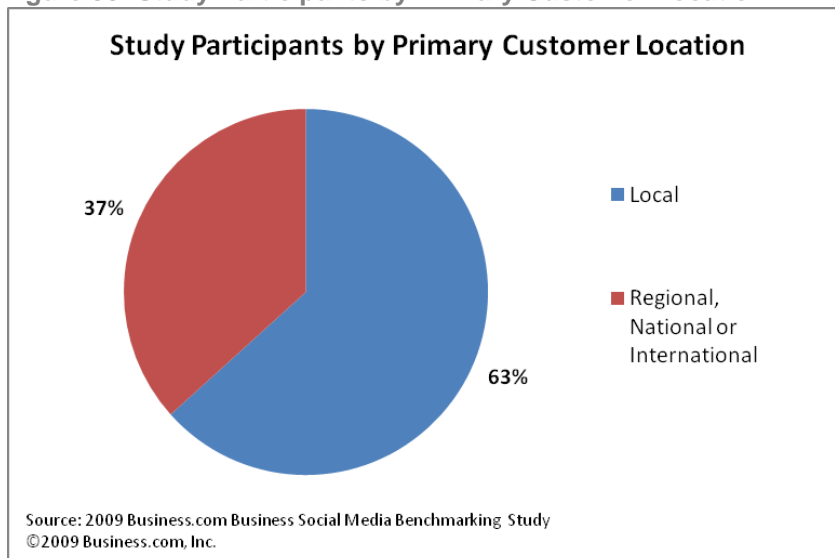
Nearly two-thirds of respondents work for a B2C (business-to-consumer) company which we defined as a company where 67% of total company revenue or more comes from sales to consumers. Slightly less than one-quarter of respondents work for a B2B company (67%+ of total company revenue comes from sales to other businesses). 'Mixed' companies sell to both businesses and consumers without one audience accounting for more than two-thirds of company revenue.

Figure 37: Study Participants by Company Type (B2C, B2B or Mixed)



Local businesses, where 67% or more of company revenue comes from sales to local/metro-area customers, account for 63% of responses. The remaining 37% of responses came from companies where 67% or more of company revenue came from sales to regional (e.g., state or province), national or international customers.

Figure 38: Study Participants by Primary Customer Location



Two interesting areas we'll explore in follow-up research reports are differences in business social media usage among companies with large or small potential customer sets and longer or shorter sales cycles. Breakdowns of study participants by these two dimensions are shown below:

Figure 39: Study Participants by Company Potential Customer Count

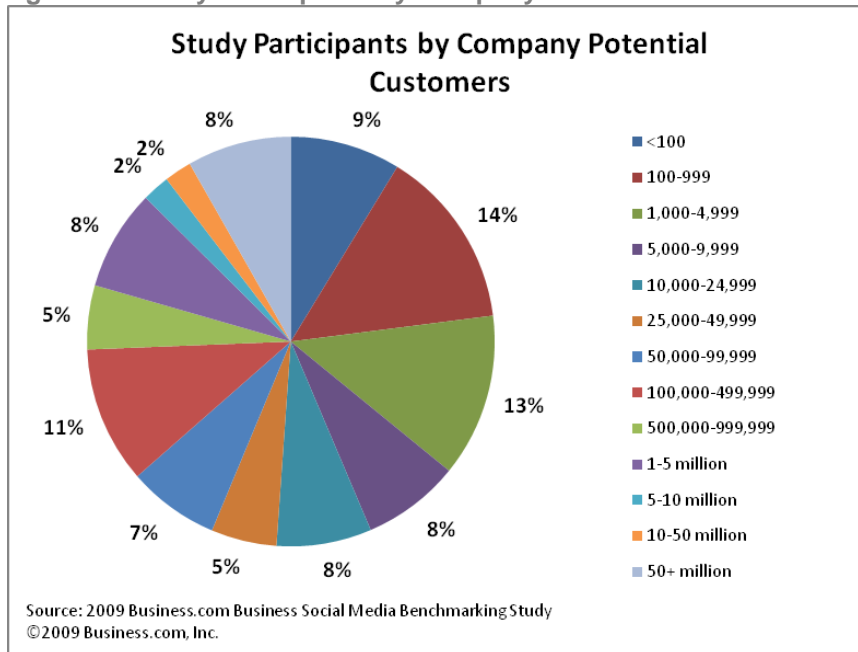
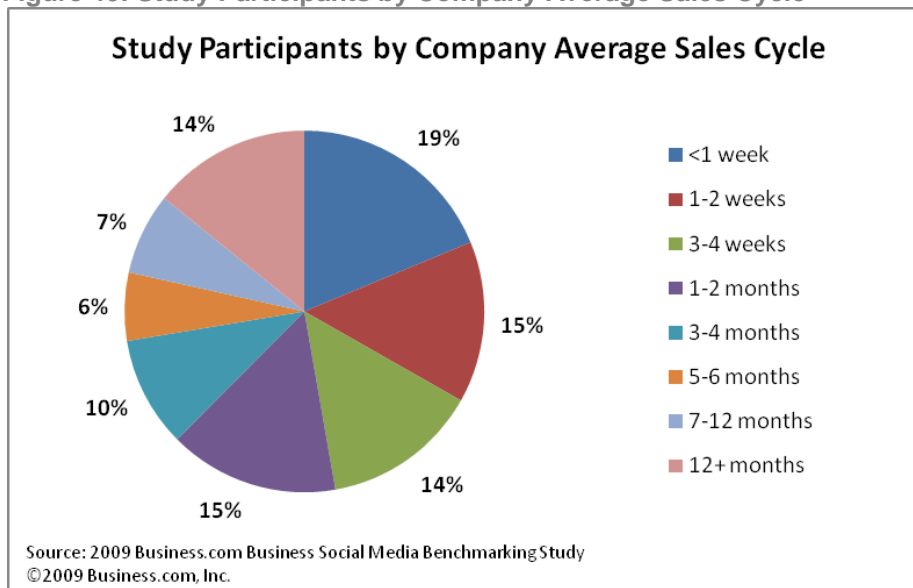


Figure 40: Study Participants by Company Average Sales Cycle



Contact

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RESEARCH REPORT



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